

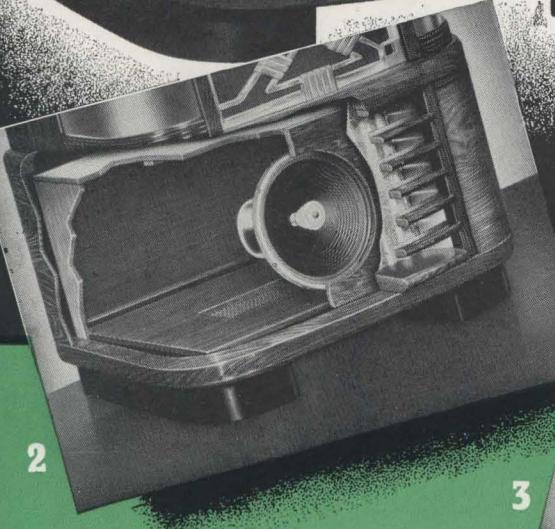


The Coin Machine Review

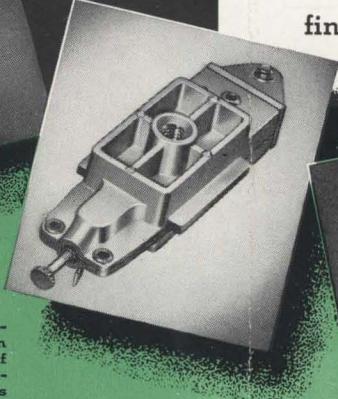
March, 1940



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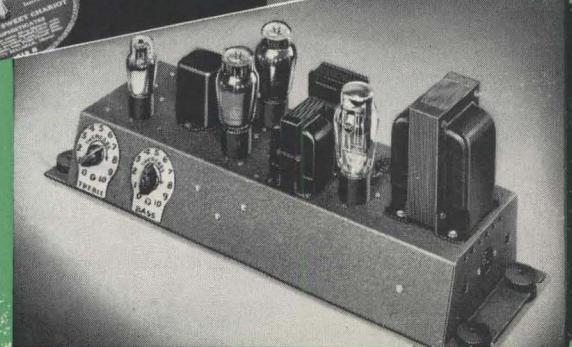
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ROCK-OLA LEADERSHIP



3

Every mechanical unit affecting sound and tone balance has been engineered to combine peak efficiency with clear reception for full player enjoyment. Rock-Ola's metal encased Crystal Pick-Up assures finest tone possible.

4

Another example of Rock-Ola perfection in 1940 Luxury Lightup Phonographs is the extra light die-cast aluminum Tone Arm. This is of the ventilated tangent transducer type and is supported by a special base for thorough insulation of vibration.

5

Rock-Ola High Fidelity Tone depends primarily upon the versatility of the 1940 Perfected Amplifier. An amazing mechanical unit sturdily constructed for dependable life-long service. Light . . . easy to handle . . . well ventilated, making possible a wider range, extended treble and bass boost at low volume.



for '40

IS THE GREATEST TONE ACHIEVEMENT IN COIN PHONOGRAPH HISTORY

Here is tone reproduced with all the warmth and pulsating life of the original performance. Rock-Ola brings you, your locations, and public true tone reproduction. Supreme listening satisfaction . . . clear . . . flawless . . . thrilling. Isn't it easily understandable, therefore, why the 1940 Rock-Ola is applauded everywhere for fine performance and exceptional cash returns!

1 Complete patron acceptance and play appeal are increasingly dependent upon TONE. The Auditorium Speaker on the Super Model has full carrying power in the largest of rooms and makes true tone beauty possible by the conservation and proper distribution of the all-essential high notes which are ordinarily absorbed by natural room obstructions.

2 For further perfection and accuracy of tone reproduction, all 1940 Rock-Ola Super and Master Models come equipped with a scientifically constructed built-in Tone-Resonating Chamber. This sensational advancement eliminates the ordinary distortion caused by tone traps and vibration.

3 Every mechanical unit affecting sound and tone balance has been engineered to combine peak efficiency with clear reception for full player enjoyment. Rock-Ola's metal encased Crystal Pick-Up assures finest tone possible.

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Rock-Ola

LUXURY LIGHTUP PHONOGRAPHS

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Call your nearest Distributor TODAY!

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NORTHWEST SALES

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Garfield 0460

SPOKANE

STANDARD SALES COMPANY

177 South Post Street
Maine 4904

DISTRICT MANAGER

GEORGE MURDOCK

Hotel Ritz

Los Angeles

California

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On the Cover:

Vivacious blonde Suzanne Ridgeway, late of Washington, D. C., and now a Hollywood native daughter. At the Paramount Studios Suzanne accommodated THE REVIEW and posed for this "Return of Spring" photo. George Petty, Esquire hot-shot girl artist, picked Suzanne as being nigh onto perfect. We agree.

The COIN MACHINE REVIEW for March, 1940, Vol. 7, No. 9. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as second class matter July 23, 1936, at the Postoffice at Los Angeles, California, under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 for 1 year or 3 years for \$2.00. 25c per copy.

'3'

TIMES THE PROFITS YOU'VE EVER EARNED!

HEADS or TAILS →

The first counter game in history where the player is actually an integral part of the game itself! The first really different and original play-action idea in 50 years! Coin symbol strips take precedence over all others! Absolutely slug-proof because the coin used by the player is part of the game! Chockfull of animation, thrills, suspense, fascination! Positive 1-2-3 stop reels — absolutely silent — center reel shows odds! Speediest moneymaker in all history! Actually doubles and triples profits! That's why "heads or tails" features an extra large cash box! Rush your order to your distributor quick!!

1975
F.O.B.
CHICAGO



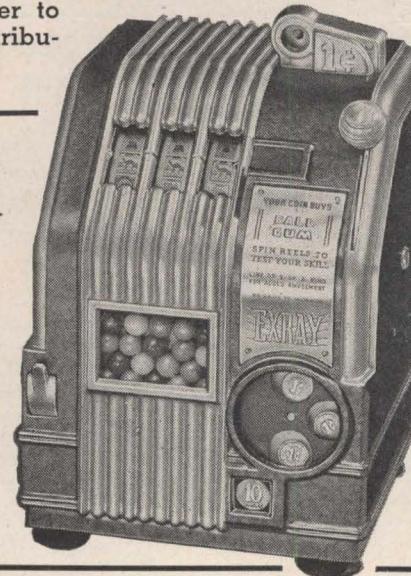
← JIFFY
NOT A TOY — A REAL MACHINE!
1975
F.O.B.
CHICAGO

A NEW counter game as only Daval can build it! Beautiful, modern design! Attractive, perfect miniature size! New, silent mechanism! Extra large ball gum vender and display—AND—extra large cash box cuts down service calls! Cigarette or fruit strips! Interchangeable penny—nickel or 4-way play! A honey for the money! Worth 3 times its price—earns 10 times its cost in short time! Rush your order to your distributor quick!

EX-RAY TOKEN PAYOUT →

Ten reasons why "Ex-Ray" is being acclaimed "America's Finest Token Payout Counter Game": 1—Complete separation between cash box and mechanism—prevents coins from clogging or jamming working parts. 2—Larger cash box capacity. 3—Large ball gum vender and display. 4—Only counter game with 3 coin escalator—shows last 3 coins played. 5—Interchangeable in a second to visible captive tokens. 6—1c or 5c play. 7—Cigarette or beer strips. 8—Silent, positive 1-2-3 stop reels. 9—Solid as a 5 ton truck—it's a Daval Counter Game. 10—Smooth as a fine jeweled watch. Rush your order to your distributor quick!

3450
F.O.B.
CHICAGO



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PACIFIC COAST REPRESENTATIVE

MAC MOHR, 2916 W. PICO ST., LOS ANGELES
STOCK CARRIED IN LOS ANGELES FOR CONVENIENCE OF ALL
JOBBERS. SEE YOUR JOBBER!

SKEE-BALL-ETTE

NOW IN PRODUCTION!

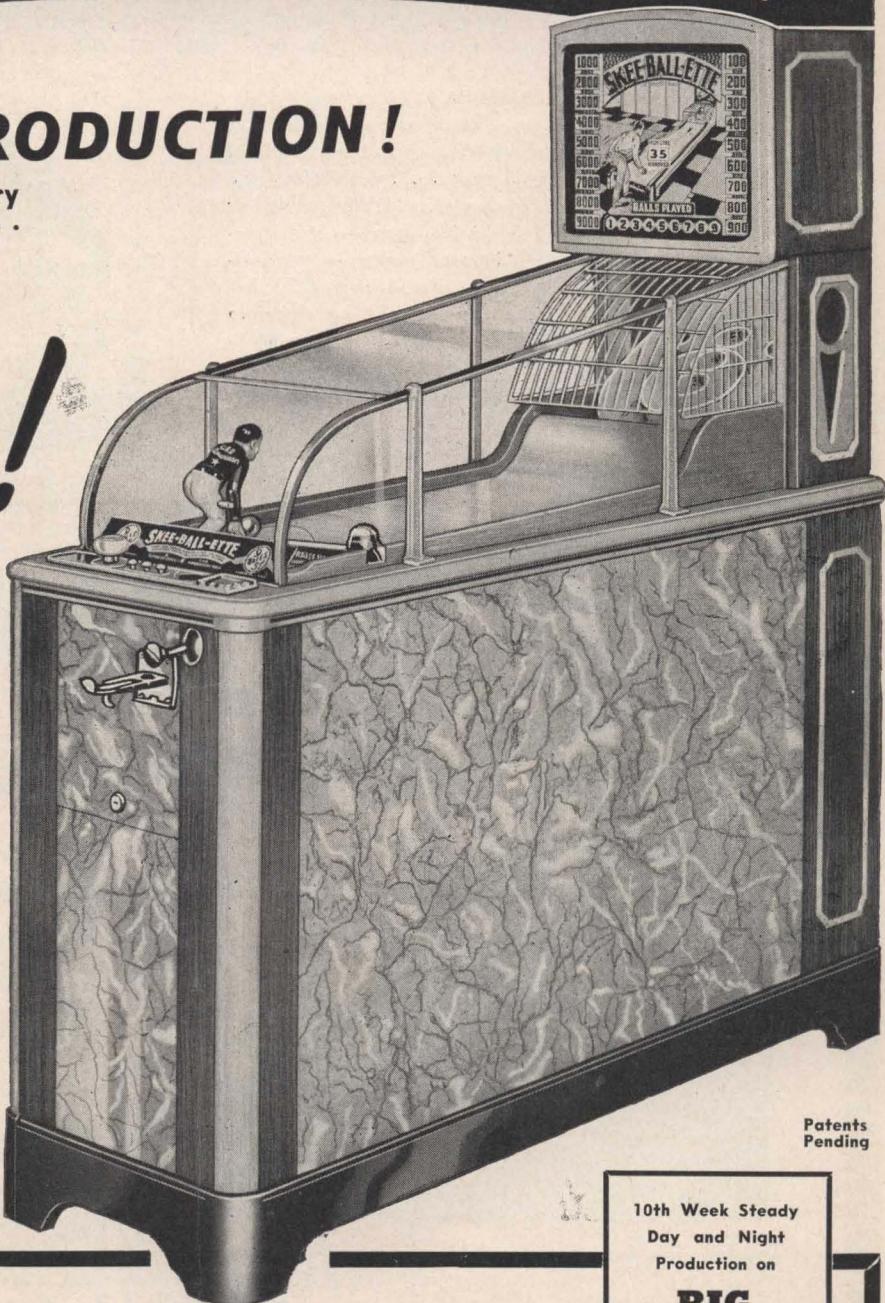
Yes Sir! The entire industry
guessed right on this one . . .

*it's
Terrific!*

The collections are staggering,
because the great American
public is wild about this game!

**SEE YOUR
DISTRIBUTOR!**

Immediate
Delivery



Patents
Pending

HIGH SCORE — WEEKLY HIGH SCORE
NOVELTY or FREE PLAY (Convertible)

10th Week Steady
Day and Night
Production on
**BIG
SHOW**
and Still
Going Strong!

D. GOTTLIEB & CO.

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COIN
MACHINE
REVIEW

Bally TRIUMPH

now smashing Bally Reserve record

Daily TRIUMPH collections actually equal former weekly novelty earnings in same locations! Test operations, week after week since January Show, prove long-life appeal of sensational "BUY-BACK" FEATURE!

BUY-BACK

feature earns 1 to 5
EXTRA COINS per game.
Write for details.

TRIUMPH is a regulation 5-ball novelty or free-play game—not reserve-type or multiple—yet earnings exceed best Bally Reserve records by three to one! Be first in the "BUY-BACK" boom — order TRIUMPH now!



EASY CHANGE
FROM
NOVELTY TO
FREE PLAY

6
COIN
MACHINE
REVIEW



New SPORT KING

multiple with BUY-THE-BOARD feature

Here's the mighty monarch of multiple money-makers! All the money-minting features of Bally's famous multiples . . . including \$45 top reserve . . . **PLUS NEW BUY-THE-BOARD FEATURE** that takes in the nickles faster than a subway turnstile at rush hours! Location tests prove SPORT KING easily doubles or triples average multiple collections! **Yet the price-tag is 1938 style!** Order SPORT KING now!

ATTENTION! FREE-PLAY *Multiple* OPERATORS!

SPORT SPECIAL, Bally's new free-play 4-multiple sensation, has all the big-profit features of Sport King, **including BUY-THE-BOARD feature**, but without reserve . . . and

may be operated as a **ONE-SHOT or 5-BALL game**. Double or triple your free-play multiple collections by ordering **SPORT SPECIAL** today!

BALLY MANUFACTURING COMPANY, 2640 BELMONT AVENUE, CHICAGO



Harry F. Moseley, of 00 Broad Street fame, tried to take the Rock-Ola execs. last time he visited the windy city. Here is David C. Rockola, Jack Nelson, Moseley and I. F. Webb just before the "battle" started.

Ambassador Departs With Favorite Table

PHILADELPHIA (RC) — Considerable valuable publicity was given the coin machine industry in eastern papers during the month when Pennsylvania's ex-governor George H. Earle left for his new post as Ambassador to Bulgaria.

For some little time Earle has enjoyed playing a certain marble table at his favorite club. Upon opening his going away gifts from various friends and well-wishers Earle was pleased no little to find that a number of his old cronies had chipped in and purchased him a brand new copy of his favorite table to be taken along with him to Bulgaria. ♦

Groetchen Hails 10,000th Imp

CHICAGO — Swinging into March at peak production and with working schedules 42% ahead of the 1939 volume, the Groetchen Tool Company factory family interrupted its creative tempo last week for a hail and farewell to the 10,000th Imp as it came off the production line. ♦

Roosevelt, Mills Join Forces to Produce Coin Films

HOLLYWOOD—James Roosevelt, motion picture producing son of Franklin D., has joined hands with Fred L. Mills, of Mills Novelty Company, according to an announcement made here February 21st, to produce and distribute three minute sound films for use in coin-operated machines.

Name of the Company is Mills-Globe Company and is reported to have more than three million dollars with which to handle its productions.

Wire releases from Hollywood stated that the projectors will be made by Mills and sold to operators through the Mills organization while Roosevelt will remain in Hollywood and supervise production of the shorts which will be made in both 16mm and 35mm widths.

Roosevelt has been active in picture production for several months and is head of Globe Productions, Inc.

Machines will operate on either a five or ten cent piece and will project films upon a mirror screen 18 by 24 inches. Subjects will be mostly musical ones with occasionally outstanding news events thrown in for novelty. ♦

Mohr Pleased With New Arrivals

LOS ANGELES—It wasn't the stork that made Mac Mohr happy during the past few weeks. It was express and freight shipments of Exhibit and Daval machines that operators have been clamoring for.

Mohr, west coast factory representative for Daval and factory representative for Exhibit in California and Arizona, is enthused about the reception given the new machines by jobbers and distributors in the west.

"Believe it or not," says Mac, "I've been pretty darn busy dashing from jobber to jobber picking up orders and firing them in by wire to the factories. That condition is rapidly being alleviated for now we expect to have adequate stocks in Los Angeles to take care of our folks. It seems though that everywhere I go I hear compliments and praises for our machines. We're deeply pleased and we are doing our best to take care of operator requirements as rapidly as possible. Exhibit's sales-

manager, John Chrest, tells me they are about a week behind on deliveries on Lancer but by the time this reaches print we'll probably have ample machines for jobbers.

"The big love in our lives right now is Exhibit's new Baseball machine designed by Harry Williams, former prominent west coast manufacturer and designer and a boy that knows baseball games. Harry has developed something entirely new and different and incorporated in a popular priced game all the play-compelling features of machines double and triple the price. It's not just another pin game but something entirely new and different. Models are now in production and we'll have samples shortly." ♦

7
COIN
MACHINE
REVIEW

ENLIST

enlist

in the Women's Field Army of the American Society for the Control of Cancer, and help in the intensive war against this disease.

educate

yourself and others to recognize early symptoms that may indicate cancer.

save

some of the 150,000 who may die this year unless promptly treated. Early cancer can be cured.

join your
local unit
now!

or send your
enlistment fee
of \$1.00 to

AMERICAN SOCIETY

for the

CONTROL of CANCER

350 Madison Ave., N.Y.



Mr. OPERATOR:

CAN YOU STAND A PROFIT OF
\$200.00 to \$300.00
PER WEEK
ON A GREAT NEW COPYRIGHTED DEAL?

Then Write for Details!

BOX 310

COIN MACHINE REVIEW

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Los Angeles, Calif.

A New — Thrilling — Spectacular MONEY MAKER!

Keeney's

ANTI-AIRCRAFT MACHINE GUN

100% LEGAL

100% SKILL

No Electric Eye—No Amplifiers to Get Out of Order—Good for Years and Years of Profitable Operation.

See It Today in Our Showrooms. Immediate Deliveries Assured. Buy As Many As You Need Under the Most Liberal Terms in the Industry . . . Beverly Sales Famous

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BEVERLY SALES CORPORATION

C. WALTERS, President

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Los Angeles, Calif.

8
COIN
MACHINE
REVIEW

NEW YORK

MARBLE GAME SALES HEAVY . . . NATIONAL MANUFACTURERS GROUP HELPFUL . . . SLUGS AND FIFTEEN CENT CIGARETTE SALES HAVE OPERATORS IN DITHER

By Irving Sherman

Some close shaves were reported as Leap Year closed for local ops. Unconfirmed reports have it that some of the boys are still running. Sort of a "Sadie Hopkins" day for the operators.

Harold Jacobs and the Mrs. are looking the Dionnes right in the face these days. The addition of a daughter to their family makes them two up on the Dionnes.

Walter H. Mann, prexy of Du Grenier Sales, was forcibly taken and separated from his appendix recently.

Once in a while a layman knows almost as much as a doctor. When Jackson Bloom, of Cigarette Service, was in the hospital he refused to permit an operation deemed necessary. Later it was found that an operation wasn't needed and now is Jackson happy!

Part of Max Weiss' route numbering about forty machines has gone over to the growing route of Dr. Bauer, the Ph.D. of the cigarette crowd.

One of the minor catastrophes has laid its stern hand on Bill Peek who is bothered with a bad cold. "It's a conspiracy," shouts Bill, "for here I was about set to go with a brand new set of gags and a couple of juicy motions when out crops this cold and hits me."

Crusades come and go but pinball games go on forever. This is the refrain we heard the other day as a handful of jobbers were busy trying to supply the demands for a couple of nifty games. Over in Mike Munves' place everyone was busy writing orders and skipping lunch, Bert Lane was up to his ears in orders and Gabel phonographs



were being uncrated by the dozens, Sam Kressberg was knee deep in Seeburg orders and over in Brooklyn Willie (Little Napoleon) Blatt was making things hum with new orders all over the place. Looks good for 1940!

Shunning the limelight but working for the welfare of the coin machine operator is the National Automatic Manufacturers' Association, of which Robert Z. Greene, of Rowe is the head and Marty Berger, Rowe salesmanager, is the right hand bower. The group is co-operating with local Associations everywhere in combating discriminatory legislation. At the present time the New York City Occupancy Tax is being considered and there is reason to believe that favorable action will be taken on it. The activities of the NAMA should result in better operating conditions for operators everywhere.

As the result of Sam Jacob's resignation from Harold Vending, his secretaryship in CMA was invalidated. New scribe is Irving Wildstein of Dublin Vending.

Sam Sachs, of Acme Sales, has signed up several more outlets along the Eastern Coast for his Rebuilt Phonograph business.

The cigarette tax situation is developing into a canker and unless the city fathers do something about it many small operators will be forced to the wall. Cases where cigarettes are selling for fifteen cents are being brought to the attention of the local Associations daily and does not need great imagination to visualize where such merchandising will lead. The point is simply this: the tax authorities are going to wake up some of these days and find that instead of realizing more revenue they are actually getting less.

Slugs and more slugs! Ops are beside themselves with accumulations of these pests, clinkers ranging from three to five dollars per take. Manufacturers are being addressed in the hope that some device or gadget might be presented that will reduce slugs to a minimum. Perhaps a sighting slot as seen in New York subways might help or the ringing of a bell that would tip off the location owners that all is not well with Nelly. As matters stand now, ops are playing a sucker's game and when one figures that playing can fall off considerably in spots, the element of slugs becomes very serious.

"Tie your spots up to long contracts if you want to stay in business," Al Hirsch, leading pinball operator, told a group of Amalgamated members. As Al sees it, the shorter the term of the contract the more bargaining and shopping on the part of the location owner. "Sign him for three years and it's long enough to give the spot a thorough try and know whether you want it or the other fellow can have it," Al unburdened. ♦

+ IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of \$300.00. INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.

Hunting Wild Razor-Back Hogs to a Theme Song

by Lilian Yarbrough

HOCS had their theme songs long before the radio or movies ever thought of them, or long before movies or radio were ever thought of. In fact, the melody of the song Bob Burns uses is not only that of "Arkansas Traveler" but also of one hunted to by generations of razor-back hunters. And a razor-back hunter is really something, comparable only by the tingling sport of a wild boar hunt.

In Arkansas, where there are no stock laws, it is the national sport. Vast acres of bottom land, cane brakes and wooded areas make a tremendous runway where the razor-backs plow up a living, getting wilder and wilder in the process.

Yet it is not shiftlessness that causes the Arkansas farmer to let them run thus. Free range means free meat, and the hogs are growing big as well as wild. But even beyond this economic reason for the free-ranging of hogs, there is the other. It is the time-honored, eagerly awaited sport of the wild hog hunt.

There are thorough-bred hogs on Arkansas farms, but they are kept fenced in and fed regularly. But as to how the farmers feel toward them, as against how they do toward the razor-backs is subtly expressed in one word. They butcher the thorough-breds, but they "clean" the razor-backs.

In the spring of the year the farmer and his colored help go to the woods or brakes to put his mark on the hogs he will claim in the fall. The sows bed close to where they feed, never changing this location unless the feeding gives out. She has her pigs in the spring, and at this time the acorns, beech moss and nuts are at the lowest ebb, so the sow, in instinctive regard for the welfare of her young, is willing to approach corn thrown to her. Here is where the theme song comes in.

As the corn is thrown, a set series of notes is blown on a wind instrument. After a hog has eaten to this tune several times it will come running the second it hears it again, and to the same feeding place, just as a radio fan hunts the same easy chair the moment he hears his favorite theme song on the air.

The most popular theme of the woods and bottoms is "Pop Goes The Weasel." Brass bugles that have called hogs for a hundred years are by no means uncommon. Farmers are as proud of them as others are of a family crest.

The trapping of the hogs and pigs, so that the pigs can be marked, still follows the theme song motif. A rail corral or enclosure is built around the feeding spot where they have been inveigled into feeding on the corn. Then the farmer walks into the woods or brakes until he sees the "hog signs" or freshly turned dirt and begins his blowing. He walks toward the corral, dropping a few grains of corn as he goes, leaving a trail in through the door. He sits

on the fence blowing, and keeps throwing with system until every unmarked pig is on the inside, then Pop goes the trap door instead of the weasel.

Standing on the outer side on a rail the farmer reaches in when no sow is near and grabs a pig by the hind leg. Lifting him out he marks his ears and cuts off his tail.

"Why do you cut off his tail?" I asked one of the men. "You don't register that fact in the court record, do you?"

"No, 'course not," he drawled. "But supposin' you was chasin' a razor-back through the woods and couldn't see his ears. You could see that his tail was gone, so you'd know he belonged to someone."

All the ear markings are registered in the county court house, and of course only one sign in any county is allowed, each farmer's being different.

"You see," the same farmer went on to tell me, hunting for a fresh stick to whittle, "My sign is a crop off in the right, half under crop in the left."

He explained that this meant that the right ear was cut half off and the left ear cut up halfway from the under side and then out. "That extra fourth of the ear is so easy seen as the hogs runs through the woods," he finished.

I saw others that had a swallow fork in the ear, a crop in one and a fork in the other, and so on.

"They're awfully skittish after the markin'," my friend went on. "In fact, they won't come near me again at all. I blow my song and they come in sight, but no further. And they remain afraid of me all summer long. I throw my corn down and go away. By this time the heat has laid the grass and other forage and the creeks and lakes dry up, or they wouldn't come that near. They are getting to be real wild hogs."

"By early frost the nuts and acorns and moss begin to fall, and they think from then on that horns and corn are a lot of foolishness. They go into the woods and pay no attention whatever. By cold weather, cold enough to keep meat, they are fat and frisky and also mighty self-assertive."

"When the morning for the hunt arrives I go onto the back porch and blow the rousin' signal for the hunt. The colored boys are scramblin' instantly. Rifles are

cleaned, the ax sharpened. The mules are brought from the barn and harnessed. But not hitched to the wagon. What with the dogs a bawlin', then snortin' and the negroes excitedly talkin' about last year's experiences, they'd light out the moment they was hitched.

"I start the dogs near the signs where the hogs had fed that mornin'. The ground is damp and the dogs won't lose the scent that way. When they are trailin' they have several different notes in their voices. After they have picked up the trail again, after it went over logs or through a creek, they lets out several yelps. If you never heard a pack of hounds trailin' wild hogs, then you don't know music. Old Homer, there, has as pretty a mouth that ever run in Camp Creek Bottoms."

"How many miles do the dogs have to run them before they catch?" I asked.

"Catch a hog!" he exclaimed in amazement. "Why I'd club a dog's head soft if one ever caught a hog before I said catch. Why, they just run the hogs until the critters get tired and mad clear through. Then they turn, and all go into a huddle. They form a circle and the pigs get in the middle. The older ones turn head out and tail toward the center. They mill around slowly and the dogs don't have a chance to slip up on them."

"We can tell from the sound when they do this, as the dogs bay them. I can tell from the sound even what distance the dogs are away from the hogs. We call it barkin' close when they're up to the hogs. And woe to the dog, or man either, that gets too close. A boar will suddenly charge him and like as not rip an awful hole in him with his tusks. One lunge, and that dog or man is liable to be comin' back home in the wagon bed. That's why razor-back huntin' is genuine sport, not huntin' rabbits or tame pigeons. It's really big game huntin', what with some of those fellows weighing two hundred or two fifty, ferocious and mad enough to charge anything. The game is to keep them guessing so they won't charge or to outsmart them if they do." He paused. "And ever so often a man don't do it."

"Did any ever charge you?"

"Several times. The thing to do then is to dodge, as they ain't so fast on the turn, or to swing up on a branch, as their heads are lowered. And a good dog, such as Homer here, is always watchin' for that. He'll jump him and distract his attention, and the others are there to help almost instantly. They are trained to get that hog back into the bunch or chew his ears off tryin'. But I've seen that first dog get his more'n once. Ripped up like tissue paper."

"Do you really mean the dogs chew his ears?"

"I always have two catch dogs, one to catch on the ears and one on the hip.

The "Arkansas Traveler" may be Bob Burns' theme song but it's also the favorite theme song for Wild Hog Hunts in Arkansas. Hunting Wild Razor-Backs is real he-man sport as this true article will verify.

That way they keep his mind pumpin' and can keep him from concentratin' on one of them. Back at the bunch he slips in, glad for the chance to get his bearin's."

"How about the butchering?"

As he took a match from his pocket to light the corn cob pipe he had just filled I could tell by his expression that he was expressing complete disapproval.

"We never butcher razor-backs. We kill them, haul them to the house and clean them!"

"When do you start to kill them?"

"As they are milling around I, or those of my neighbors who happen to be in on the hunt, can see the marks on the ears. Those that are mine, and not someone else's, I shoot."

"What if there are some other people's hogs in the bunch?"

"I tell my catch dogs to take those particular ones out of the group, and this is part of the sport to get them away without having them charge everyone around. The dogs chase them off through the woods.

"Then, when none but mine are left I order my dogs to bay closer. Here the tinglin' part really starts. It makes the hogs madder'n caged tigers and now and then one darts out to kill his tormentors. When

they do this, I get in a head shot, and usually it is all over with him. I follow the huddle around until I have fallen all of my meat hogs. Now I call the dogs off, and the brood sows that are left run away unharmed. And believe me, we all have had a lively time.

"Some of the hogs will weigh up close to two fifty, but mostly they range from one twenty-five to two hundred pounds. Now comes the part of the colored boys. They catch the slain hogs by the ears and feet and swing them up into the wagon. Usually we had to use the ax to cut our road into the woods, and they are ready now to take the load out."

"How many hogs do you get in one hunt?"

"We aim to get just about enough to do us for meat. In my case it's about fifteen. After we get them to the house we have regular barrels in which to scald them, platforms to scrape them and soon they are ready to hang in the smoke house. Here the colored boys have a lot of fun. The one who guesses the hog's weight nearest gets the head. They all get other trimmin's. The meat is packed in a salt wash before the smokin' itself is done, of course, and when it's unpacked from it, we

serve a chittlin' dinner that is somethin'."

At first it seemed to me that thirty hams, with all the other pieces, was a lot for one family, but I learned that the meat for the colored folks was rationed from the storage also.

"If a colored boy has a smoke house of his own full of meat," my friend grinned, "he also has a houseful of friends. So I ration it all out from mine. The meat lasts from one killing to another. And there is no reason why it shouldn't, or that anyone would ever want for food here. We turn out champion movie actors, baseball pitchers and politicians. I even furnished a razor-back hog for movie use in Hollywood!"

Half Million for Ten Pin Parts

CHICAGO.—Since the agreement made between Rock-Ola Mfg. Corporation and H. C. Evans & Company, more than a million dollars in parts and supplies have been ordered for Rock-Ola's Ten Pins bowling alley which is now being manufactured under the patents of the H. C. Evans Company.

The vast facilities of the Rock-Ola Organization were called into duty by an agreement made between the two manufacturers to enable operators to get this sensational game more quickly. Several hundred factory employees have been added and many carloads of lumber are arriving at the huge Rock-Ola factory daily, in order to supply a demand never before heard of in the coin machine industry.

Operators will remember the time when the Rock-Ola Company produced Jigsaw and World Series pin ball games and reached production as high as 1300 units in a single day's operation. Now, with the increased facilities in modern manufacturing equipment, and the increased size of the Rock-Ola plant, this record will no doubt be broken very shortly and a new high record will be reached for production in the coin machine industry.

Production Line Is Solid Block Long

CHICAGO.—For the first time in history a coin-operated amusement game production line is stretched over such a long area. On the fourth floor of the huge Rock-Ola plant, the Ten Pins production line is in full progress and stretches one solid block from Kedzie Avenue to Sawyer Avenue, and then circles around the back of the building, which is another half block; so, virtually, it is a block and a half long.

Never before in the history of the coin machine business has such a vast production area been used for manufacturing a coin-operated amusement game. "We need it," says Jack Nelson, General Sales Manager of Rock-Ola, "to supply the orders coming in every day for this game. It seems there is no let-up."

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In 1890 This Was Art!

The Gay Nineties will be remembered for a lot of things but I wonder how many of you recall those daring, naughty pictures they used to pack in cigarette packs?

Well, W. Parker Lyon, that demon collector of Thunder Mugs and other Americana, does, and over in Arcadia at his Pony Express Museum he has done his share towards preserving this historic phase of American Art. The capital A is used advisedly.

It scarcely seems possible to us that just a few short years ago, less than half a century, cigarettes were considered one of the important evils that must be eradicated. Nice people did not use them or even speak of the things and in certain vulgar circles they were known as "pimp sticks". The ladies of easy virtue affected them as did their "boy friends"; some actresses were daring enough to smoke, but, "you know how actresses are, my dear" and the raised eyebrow and lorgnette went with that one.

Enterprising manufacturers of the despised cigarettes decided to popularize the weed and turned to the age old lure of a pretty woman, or in this case we should say, pretty women. So they began to inclose pictures, daring pictures, if you please, in the packs of Sweet Caps.

That caused Anthony Comstock and the Purity League to blow a gasket. It was bad enough that decent womanhood should be insulted by having a feminine likeness packed with the filthy weed, but these pictures! Why they were positively indecent! Girls in, would you believe it, tights?

Nor was that all. Most of the cuties had what it takes and were actually voluptuous damsels. The IT and OOMPH gals of their day. And the costumes! They were positively revealing, to put it mildly. Why the creatures actually showed their legs, er, beg pardon, limbs. Yeh, that's what we called 'em in the Gay 90's. It was shocking, disgusting, that's what it was and *something* had to be done about it, right away!

Something was. Cigarette sales boomed and the boys began collecting the pictures in a big way. At first only the more obscure ladies of the chorus and the "Burley Q" girls' photographs were obtainable, but as the demand grew the smart press agents (yes, you bet they had 'em in those days), realized the importance of the publicity and such names as Adelaide Neilson, Loie Fuller, Ada Richmond and Nellie De Sortis began to appear with the pictures of the owners of said names on the cards.

The examples reproduced herewith are from the issue by S. F. Hess and Company, makers of "Sound" Long Cut and the gals appear to be busting out with joy at having been selected for the honor even though they are all in tight quarters.

Anyway the Cigarette Art of the Gay Nineties gives us an idea of the kind of girls our dads fell for. The next time the Old Man ribs you about that strip teaser just dig these out and watch him blush. ♦



by
JAY CHARLES

PATENTS AND TRADE MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

2,191,585 VENDING MACHINE

Frank F. Pulver, St. Petersburg, Fla., assignor to Alliance Investment Corporation, Genesee, N. Y., a corporation of Florida.
Application August 22, 1936, Serial No. 97,446
3 Claims. (Cl. 312-35)

1. In a vending machine, means to support a stack of vendible articles, a goods-dispensing plate disposed adjacent an end of said stack and having means by which to displace a vendible article from said stack upon movement of said plate, a turntable shaft from which the dispensing plate is pendent, coin controlled means for turning the shaft, including a back plate also pendent from the shaft in laterally offset relationship to the dispensing plate, a spring connected to the back plate being put under supertension by a coin-controlled movement in one direction of the back plate, and means exercising a drag on the back plate upon its return movement by action of said spring.

Ser. No. 425,243. Koney-King, Incorporated, Los Angeles, Calif. Filed Nov. 4, 1939.
For Electrical and Automatic Coin Vending Machines Serving Electrically Cooked Hot Dogs. Claims use since Sept. 1, 1939.

2,188,615 HOROSCOPE UNIT FOR DISPENSING MACHINES

Vincent F. Slezak, Chicago, Ill.
Application July 21, 1937, Serial No. 154,740
4 Claims. (Cl. 283-1)

1. A dispensable printed matter unit for vending machines comprising an exteriorly smooth, open-ended, tubular casing of hard, lubricous, moisture-proof material and a strip of material bearing indicia wound into a cylinder disposed within said casing, said cylinder being dimensioned so that the expansion of the cylinder through the unwinding of the strip will cause said strip to frictionally engage said casing.

2,188,573 DISPENSING

Salvatore Longo, New York, N. Y.
Application April 9, 1938, Serial No. 201,116
7 Claims. (Cl. 312-63)

1. A machine of the kind described, comprising a holder for an article to be dispensed, said holder including means for maintaining a plurality of like articles in vertically stacked relation, said articles being elongated and of considerably different shapes at opposite ends and being individually horizontally arranged with each article in the stack directly vertically below another therein; a housing for the holder for protecting the articles against contaminating contact, said housing having an opening; a receptor adjacent to said opening; means manually operable from the exterior of the housing for swinging an end article in the stack laterally of the stack thereby first to free one end of said article from the stack and then to free the remainder of said article from the

stack; and means for guiding the thus freed article to said receptor for manual removal therefrom by way of said opening.

2,189,504 COIN CONTROLLED SCOREBOARD

Otto Klaus, San Antonio, Texas
Application Oct. 25, 1938, Serial No. 236,952
6 Claims. (Cl. 281-8)

1. A scoreboard comprising a casing, an illuminated transparent panel carried by said casing and exposed to view and bearing ruled markings, feed rollers mounted in said casing, means for supporting paper in roll form for movement over the panel by engaging said feed rollers, sprocket gears and a sprocket chain connecting the feed rollers, a ratchet gear secured to one of the rollers, a gravity actuated dog in engagement with said gear for releasably securing the paper against movement over the panel, and means for simultaneously releasing the dog from the ratchet gear and for advancing the sprocket chain to feed the paper over the panel.

2,189,157 DISPENSING APPARATUS

Walter W. Williams, Bloomington, Ill.
Application Jan. 6, 1938, Serial No. 183,564
2 Claims. (Cl. 312-36)

1. In an apparatus for cooling and dispensing containers, a cabinet containing a storage chamber having a discharge opening, a pair of vertically spaced and aligned spiral ramps mounted interiorly of said storage chamber for supporting and for advancing said containers by gravity to said discharge opening, and an oscillating cylindrical dispensing closure for said discharge opening in said storage chamber having a pair of longitudinal pockets one for each ramp, said pockets being disposed on one side of a diametrical plane through said cylindrical closure, the ends of said ramps terminating at substantially diametrically opposed portions of said cylindrical closure whereby said containers are received and dispensed alternately from said ramps upon the oscillation of said cylindrical closure.

2,189,740 VENDING MACHINE

Bert E. Mills, Oak Park, Ill., assignor to Mills Novelty Company, Chicago, Ill., a corporation of Illinois.
Application Dec. 27, 1935, Serial No. 56,367
16 Claims. (Cl. 194-10)

1. In a refrigerated vending machine, an insulated cabinet, vending mechanism supported in said cabinet, said mechanism including means for supporting a plurality of the articles to be vended and means for dispensing said articles individually from the supporting means through a discharge port in the cabinet wall, and means operated by said dispensing means for preventing further operation of the vending mechanism after the number of articles in the machine have been reduced to a predetermined number but while a substantial number of articles remain in the machine, said vending mechanism including a drive motor and said last-mentioned means comprising a control member adapted to be set before operation of the machine is begun and to be advanced toward effective position by successive vending operations and electrical means including a switch adapted to be actuated by said control member upon reduction of the number of articles in the machine to said predetermined number to prevent further energizing of the drive motor until said control member has been reset, as upon reloading of the machine.

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|-------------------------|------|---------|---------|
| 50 @ 7c | each | — Total | \$ 3.50 |
| 100 @ 5c | each | — Total | 5.00 |
| 250 @ 4c | each | — Total | 10.00 |
| 500 @ 3 $\frac{1}{2}$ c | each | — Total | 17.50 |

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2,189,641 COIN-CONTROLLED ASTROLOGICAL MACHINE

Vincent F. Slezak, Chicago, Ill.
Application Nov. 10, 1936, Serial No. 110,148
5 Claims. (Cl. 312-77)

1. In an astrological machine for dispensing horoscope scrolls, in combination, a magazine for holding tubular paper scrolls bearing horoscopes arranged in a body within the magazine side by side horizontally and superposed one on another vertically, an inclined enclosed chute having a discharge opening at its lower end, said chute being disposed at the bottom of one side of said magazine and opening into said magazine and of a size to just pass a single side by side row of said scrolls, a movable member located at the inner end of said chute and supporting and directing the scrolls one by one into said chute, means for moving the supporting member for the scrolls in a downward direction toward the chute for advancing scrolls into the chute and in a reverse direction for imparting a rising and rolling agitational movement to the scrolls, and manually operated means for rejecting a scroll from the chute through the discharge opening therein.

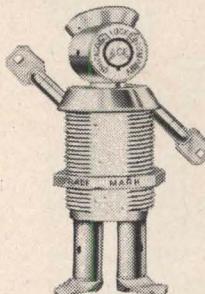
2,189,544 MACHINE FOR DISPLAYING AND DISPENSING SOAP TABLETS OR THE LIKE ARTICLES

Benjamin Cramp, Barkingside, Ilford, England
Application May 18, 1938, Serial No. 208,517
In Great Britain May 31, 1937

4 Claims. (Cl. 312-64)

1. A machine for displaying and dispensing stacked soap tablets or the like articles comprising a base member having a delivery side, a track along which is guided the lowestmost article of the stack, said track being formed between a snail cam and a guide secured to the top of said base member, a discharge aperture to said track, a storage element, for the stacked articles rotatably secured above said snail cam, and with its axis of rotation perpendicular to the plane of said snail cam, means for rotating said storage element, a discharge orifice to said storage element, a bridge member crossing the said discharge orifice, the arrangement being such that when the rotating mechanism is operated, the guiding face of the snail cam displaces the centre of gravity of the lowestmost stacked tablet, the cam moving the bottom of the tablet outwards whilst the bridge member retains the top of the tablet in its original

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position thereby displacing the centre of gravity of the tablet, so that the weight of the tablet tends to pull the tablet automatically down into a discharge position, the tablet being retained on the slant by the internal face of the guide, until the tablet is rotated in line with the delivery aperture, then the resistance of the outside guide is removed and the weight of the tablet automatically pulls the tablet down into the delivery position.

119,050

DESIGN FOR VENDING CABINET

Samuel Rocklin, Duluth, Minn.

Application Oct. 12, 1939, Serial No. 87,631

Term of patent 14 years

The ornamental design for a vending cabinet, as shown.

2,190,026

TIME CONTROLLED MECHANISM FOR COIN CONTROLLED AUTOMATIC PHONOGRAHS

Robert Jacobson, New York, N. Y.

Application Dec. 14, 1937, Serial No. 179,660

2 Claims. (Cl. 161—5)

2. A time controlled means for periodically playing a particular phonograph record of an automatic coin controlled phonograph comprising in combination, a manually actuated phonograph record selecting mechanism having a plurality of individual push elements adapted to be manually pushed to a set record selecting position, record cancelling mechanism for returning one or more previously set push element or push elements to cancelled non-record selecting position, electrically operated means for actuating the record cancelling mechanism including a normally open record cancelling circuit having a pair of closely spaced electric contact terminals, and a source of electric energy, a clock on which said terminals are mounted having a driven rotatable contact clock hand adapted to bridge said contact terminals to momentarily close said record cancelling circuit, electrically actuated means for selectively sliding a predetermined one of said push elements to record selecting position including a normally open

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2,190,845

GAME APPARATUS

Milton Nitzberg, Chicago, Ill.

Application June 3, 1938, Serial No. 211,609

6 Claims. (Cl. 273—143)

1. In a coin operated game device, a plurality of legend displaying reels mounted coaxially, an actuating lever, means for normally locking some of said reels and said actuating lever against movement, said locking means adapted to be actuated by a coin to simultaneously release said lever and some of said reels, means operable by the operator for setting said reels to present a combination of legends, means in operative engagement with said lever for rotating said other reels, means in operative engagement with said lever and controllable by the operator of said device for stopping the rotation of said last mentioned reels to present various combinations of legends, said locking means adapted to lock said lever and said first mentioned reels when said lever is returned to normal non-operating position.

2,190,879

VENDING MACHINE

Harry F. Mayfield, Anderson, S. C.

Application June 2, 1938, Serial No. 211,437

8 Claims. (Cl. 312—37)

8. In a machine for vending towels or the like having grommets, a relatively stationary rod to receive the grommets thereon, an element having means for controlling the passage of the grommets longitudinally of the rod, means for mounting the element upon the relatively stationary rod and holding it against bodily movement longitudinally of the rod and permitting the same to move transversely of the rod, means to move the element transversely of the rod for releasing each of the grommets in succession including a reciprocating bar movable longitudinally of the rod, and means to hold the bar against turning movement upon its longitudinal axis and to reciprocate the same.

2,191,235

VENDING MACHINE

Joseph G. Llovera, New York, N. Y.

Application May 24, 1937, Serial No. 144,531

1 Claim. (Cl. 232—1)

A vending device comprising a boxlike casing; a rear service door vertically swinging mounted on said casing; a horizontally sliding door closing the front of the casing; spring urging means associating the front door and the casing tending to move said door into opened position; a latch for holding said front door in closed position; and means comprising an arm, mounted on the front door and slidably therewith, for overlying parts of and preventing opening of the rear service door except when the front door is closed, and a projecting formation on the arm engaging with parts of the latch for preventing opening of the front door except when the rear door is closed.

2,191,145

COIN-CONTROLLED VENDING MACHINE

Theodore Jelenk, Brooklyn, N. Y., assignor to

Ruth Jelenk, Brooklyn, N. Y.

Application Nov. 19, 1937, Serial No. 175,360

3 Claims. (Cl. 194—27)

3. A coin-operated vending machine comprising a casing, a supply chute, located in said casing and adapted to hold a supply of the articles to be vended in superposed relation, said supply chute having a bottom which has a slot, said casing having an opening in its wall for admitting the coin, a main coin-chute located within said casing and adapted to guide the coin, a slide located below the exit end of said coin-chute, a supplemental coin-chute located on said slide and adapted to receive the coin from said main coin-chute when said slide is in initial position, an abutment connected to said casing and located to support the coin when it is located in said supplemental coin-chute with a portion of the coin aligned with slot, said slide being mounted to move in a direction parallel to said slot so that the coin can push the bottom article in said supply chute, said supply chute having an opening in its wall through which the coin can eject the bottom article when the slide is actuated, a latch pivotally mounted in said casing independently of said slide and located and shaped to hold the slide in said initial position, said latch having a portion thereof located beneath the exit end of the supplemental coin-chute when the slide is in its initial position, said latch being biased so that said portion thereof is normally located above the abutment to be depressed by the coin which is located in said supplemental coin-chute, the weight of said coin being adapted to move the latch to its inoperative position so that said latch then releases said slide, said abutment being shaped to permit the coin to drop off the same when the slide has been moved a predetermined distance to eject the bottom article of said supply chute.

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**COIN
MACHINE
REVIEW**

Mohr Sets New Telegram Record

CHICAGO—Mac Mohr, west coast representative for the Daval Company, Inc., this city, manufacturers of leading counter games, including Heads or Tails, Jiffy and Ex-Ray token payout, set a new telegram record according to Al S. Douglass. Al reports, "We've been getting a lot of telegrams of late ordering more and more of our new counter games. But, of all the telegrams that we have been receiving we take our hats off to Mac Mohr of Los Angeles, California, who has wired us as many as ten times per day for shipments.

"Mac is actually burning up the wires to get more of our Heads or Tails, Jiffy and Ex-Ray token payout counter games. He has instructed us to keep shipping every day. Yet, every day more wires come in increasing his order. We don't know the magic that Mac's using, but there is no doubt of the magic power that our new counter games have over players for they are getting more profits than any other counter games we have ever had.

"This," Al says, "is the kind of wire that convinces any manufacturer that he has the best possible moneymaker that the operators could buy. Mac Mohr is certainly a champion telegram man and also a champion salesman."

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Bally Alley, floor sample..... 159.50

Rock-Ola TEN PINS, floor
sample, factory reconditioned..... 179.50

19 Exhibit Rotary Merchants
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Gina Ann Capers, 23 month old daughter of Mr. and Mrs. Tony Capers, Oakland, California. Gina Ann is the youngest child ever to matriculate in the Nursery School of Mills College, the average admission age being 3 years. Daddy Tony, until recently partner in Bates Sales, is a music op.



Swiss Type

WEATHER HOUSE 39c

Predicts the weather in the manner of a Hygrometer. The house is made of wood with the roof covered with multi-colored shavings glued on. Sides of house are finished in glittering black tinsel. Thermometer on front. Bisc figures of man and woman are mounted on platform which is suspended from catgut cord support. The action of the humidity in the air causes the figures to swing in and out of the house. When the man comes out watch for bad weather. The woman comes out to prophecy nice weather. Acts with amazing accuracy. Height 7 inches width 4½ inches.

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Marble Games Licensed in L. A. County and Long Beach

LOS ANGELES—The County Board of Supervisors of Los Angeles County passed an ordinance February 27th permitting the operation of marble games in the County for a period of one year from April 1, 1940 and fixing a license fee of \$12.00 per machine, per year. Operation is to be restricted within 1000 feet of public, parochial or private schools and no one under 18 years of age is to be permitted to play the games. Violation of the ordinance subjects the machines to destruction by the Sheriff.

In permitting the machines to operate for one year the Board ordered the Sheriff to make a careful study of the year's operation and to give a full report at the end of the period as to whether or not the machines should be relicensed for another year.

Meeting on the same date the Long Beach City Council approved the operation of marble games under regulations to include a \$25.00 per year license for each machine.

By a vote of 7 to 2 the Council rejected pleas of church organizations to prohibit such machines. The City Attorney was instructed to draft an ordinance with a provision for confiscation of machines where operators are convicted of permitting gambling.

Action of the County Board and the Long Beach City Council will lead the way for other incorporated cities in the county and state to license marble tables, it is believed. ♦

"Buy-the-Board" Idea Clicks With Players

CHICAGO.—The new "buy-the-board" feature, introduced in Bally Mfg. Company's Sport King multiple payout game, is proving popular with one-shot fans, according to George Jenkins, Bally sales manager.

"Actually," Jenkins explained, "the 'buy-the-board' idea was not our idea, but the players'. The new feature simply provides a visible record of coins played—a record which re-sets to zero whenever a winning game is scored. When the record climbs to 40, without a re-set, all 7 selections are guaranteed and every one of the 28 pockets is a sure winner. We designed the feature as a kind of futurity consolation to insure 'stick-with-it' repeat play. But the public had other notions about the feature. So we see players pumping one coin after another into the chute—without shooting the ball—just to push the coin indicator up to 40.

"Theoretically there is no limit to the number of coins which may be played at one time on Sport King. Because, after the

player has 'bought' the board, he can deposit additional coins for better odds, and the selection lights remain 'frozen' at all seven. So far the biggest plunge I've heard about was 25 coins at a crack. The coin-indicator stood at 17, the player put in 23 coins to get the 40 and, then, 2 additional coins to change odds." ♦

Groetchen Adopts Plastic Glass

CHICAGO—Windows in Imp Gum Vendors, made by Groetchen Tool Company, are covered with a new type of plastic glass, which is absolutely unbreakable, will not burn, discolor or stain.

This material, called Plexiglass, was developed by chemists for the use of the U.S. Army Aircorps. It is used extensively for windows, windshields and machine gun turrets. Its optical qualities are superior even to the best plate glass windows.

In adopting Plexiglass for their Imps, Groetchen engineers were the first ones to make use of this plastic glass in coin machines, demonstrating Groetchen aggressiveness in the field. ♦

WONDER 3 BAR JACKPOT F-5280

1025 hole - Takes in \$51.25
Pays out \$27.76 - Average Profit \$23.49

PRICE \$1.80½ EACH

OTHER FAST SELLERS

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| 1640 hole F-5240 - 3 Bar Jackpot at \$2.28½ |
| 1200 hole F-5275 - Horses at..... 2.75 |
| 800 hole F-5270 - Pocket Dice at.. 1.63½ |
| 720 hole F-5255 - Pocket Jack at.. 1.30½ |
| 600 hole F-5305 - Royal at..... 1.50 |

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16
COIN
MACHINE
REVIEW

PACIFIC NORTHWEST

CUPID CALLS COINMEN . . . "TUXEDO JUNCTION" BOWLS OPS OVER . . . ROCK-O-LA THRILLS NORTHWEST OPS . . . WOODS BUYS PLANE TO COVER LOCATIONS

By Louis Karnofsky



Now take it easy, pal; that loud reverberation you just heard wasn't an earthquake; no, it wasn't even a tidal wave or a heavy blizzard. It was just the startled reaction of a startled Coin Row over our last month's exclusive on "Mr. X goes to town—or tries to." One dumbfounded operator was so amazed by our revelations that he got in touch with no less than 35 coinmen in the space of a couple of hours and showed them the story.

June is supposed to be the most popular month for marriage, but why wait until then if you're young and in love? It was that kind of reasoning power that propelled two of Coin Row's citizens down the gilded aisle last month. Van Booth, the handsome collegiate-looking operator, made it a two-some with Beulah Baldwin, Western Distributor's office manager, on February 6 and followed it up with a week's honeymoon to British Columbia. Decca's city sales manager, Andy Huffine, used some of his sales-inspiring personality on the pride and joy of Renton, Wash., Miss Christina Toman, resulting in a merger in "record" time February 24. Coin Row extends its

wishes for years and years of marital happiness for both of these couples.

A couple of months ago, a record called "Tuxedo Junction" was gathering dust on the shelves of Harper-Meggee, local distributor for Victor and Bluebird records. Then one night Glenn Miller's orchestra played the number over a nation-wide network in the swingiest of swingy manner. The next morning music houses were deluged for copies of the disc. Phone calls and letters poured in from all parts of the Northwest. Harper-Meggee sent a frantic wire to the factory. A rapid exchange of telegrams followed. The discs arrived the latter part of February, but before the shipment rolled in, the back-log of orders had mounted to five hundred—and were still coming in. "Tuxedo Junction" is proving Harper-Meggee's biggest seller in six months. And all because a chap named Glenn Miller played it one night over the radio.

"The turn-over is rapid." If you've heard that said on Coin Row these past days, don't work up a lather and go searching for a game that is making fast money, be-

cause while there are undoubtedly such pieces of equipment, the reference is to the Thomas Gum Company and has nothing at all to do with machines. In the past two years, the turn-over in personnel and the change of office locations have been so frequent, that instead of the inquiry, "How's business," it's "And where will your office be located this afternoon?" The most recent development is the purchase of Seattle's Thomas Gum by H. L. Koser of Spokane from Interstate Novelty, and moving the local office nearer the center of the Row. Frank Senter succeeds Fred J. Shelton as service man. The latter, a fine artist in the ways of public relations, accepted a position with the State Welfare Department in Wenatchee. And while the office keeps moving around like checkers on a board and new managers and service men come and go, Lois Kelley remains to perform the office duties in her usual efficient manner. Besides, they have to have someone on hand to greet the new personnel, don't they?

Flashes from R.K.O.—No, not the movie studio, but the operating firm guided by Milt Roumm and Jack Katz. No less than 15 stitches were taken in Roumm's wrist last month, resulting from a fall through a garage window—says Roumm. We did not even suspect that blondes were so tough to handle. Serviceman Ray Larson joined his boss on the hospital list by having his tonsils yanked. Partner Jack Katz and wife have just returned from a three weeks' pleasure tour of California.

The grand climax of Rock-Ola's Pacific Coast good-will tour was capped in Seattle on February 26. Seventy operators, emanating from all sections of the Pacific (See PAC. NORTHWEST, Page 18)

2500 NEW LOCATIONS PER WEEK FOR IMP

IMP HITS THE SPOT

HITS 2500 NEW SPOTS EACH WEEK

IT IS THE FASTEST SELLING COUNTER GAME IN THE FIELD.
PLEASES PLAYERS, DELIGHTS LOCATIONS, PUTS NEW PEP
INTO YOUR CASH COLLECTIONS.

Why this tremendous approval?

IMP sets a new style in beauty, it looks like a fine radio cabinet, comes in ivory, red, green, blue.

IMP has a shutter type, hinged reward sign which hides reels when not in operation.

IMP is supplied with cigarette reels, or fruit or number reels (no extra reel strips included free).

IMP has Gum Vender, which helps legality, can be reloaded by location.

IMP can be supplied with Coin Meter at \$1.50 additional.

IMP is easy on the pocketbook. Price only \$12.50 each, f.o.b. Factory. Carton of 6 for \$67.50.

IMP fits into the Palm of your hand, only 5½ x 5½ x 6", weighs 5½ lbs.



17
COIN
MACHINE
REVIEW

The rotomatic coin chute which is built into IMP is the finest clog-proof chute we have ever built, our experience of a Million Games is back of it. Every important Distributor has IMP in Stock. See your nearest Distributor or write us for his name.

STRAIGHT PENNY PLAY — COMBINATION 5c AND 1c PLAY, OR STRAIGHT DIME PLAY. SPECIFY WHICH COIN

GROETCHEN TOOL CO.

124 NORTH UNION ST.

CHICAGO, ILLINOIS

PACIFIC NORTHWEST

(Continued from Page 16)

Northwest, dropped in at the New Washington Hotel to get a close-up of the scintillating 1940 models. And to show that the phono op is a healthy creature with a healthy appetite, the coinmen and their guests scored a thorough victory in the Eatery Sweepstakes by disposing of two hefty browned turkeys, a ham, and all the accompanying trimmings. On hand to see that the guests had an enjoyable evening were Jack Nelson, Rock-Ola vice-president; George Murdoch, district manager, and Ron Pepple, who directs the destinies of Northwest Sales, local Rock-Ola distributors.

The zip and zing of modern high speed, high pressure living has caught up with many a business man and sent him pitching to the sidelines, a nervous wreck unable to keep up with the swift parade. But this modern streamlined age is way behind W. M. Woods, the Boise, Idaho, phono operator. Bill, with 1400 miles of territory to traverse, stretching from Burns, Oregon, to Twin Falls, Idaho, and with over 200 pieces of equipment to handle, slammed a Sunday punch to the chin of King Speed by purchasing a three-cabin airplane in Buffalo. If any of the citizens of Oregon or Idaho should see a phonograph falling out of the skies, we hope they won't misunderstand. The lilting tones wafting out of the speaker may sound like they're from heaven, but the phono wasn't made there. It simply dropped out of Bill's plane.

COININGS ON THE CUFF—Harry Owens, the Decca artist, and his famous Hawaiian band are scheduled to appear at the Palomar Theatre in Seattle starting the week of March 18. Harry is the lad who composed those two hits, "Hawaiian Paradise" and "Sweet Lelani" . . . Speaking of Decca, a mother-and-son combination are the latest additions to the Seattle force: Mrs. Ada Mormen, stenographer, and son Lee, shipping clerk.

Hounding the trail of the wandering mechanics—Bert Collins has resigned from the employ of Al Brashem to accept a job with a Tacoma operator—all six feet, three inches of him . . . Evergreen's Harry Bannister has cut his connection there to go on the payroll of Bob Farrell of Mount Vernon, while R.K.O.'s George Gale is now working for Lewis & Company.

Barbara Nafsted has been transferred from Jack Moore's San Francisco office, succeeding Evelyn Plant . . . Charley Allen, one-time Thomas Gum manager and a veteran phono man, is back at his old love:



Photo shows preparatory work for the installation of two giant 15-ton punch presses at the Rock-Ola plant. Two 8-foot square concrete foundations are required. Each press will have a pressure capacity of 100 tons.

operating the nickel-luring music vendors . . . Pat Malone, the Lewiston, Idaho, mechanic, seen in the shop of Western Distributors telling Jerry Steffan how to repair a pin game. Now if Pat could only tell Jerry how to raise a mustache—.

Ron Pepple's past experience as a decorator came in right handy last month when he dressed up Northwest Sales' ceiling with crepe paper—an eye-inviting job . . . Tacoma became the fourth city in the State of Washington to install wired music, following on the heels of Yakima, Everett, and Bellingham.

The daughter of Operator A. S. Hutchinson of Tacoma was gravely ill last month and it took five blood transfusions from Papa Hutch to keep her alive. However, once the coin machine blood began to take hold, she rallied and is now out of the hospital, fully recovered.

Back in his home town, Seattle, operating novelty games, is Frank Pate, old-time Wenatchee operator, after a stretch in the employ of A. E. Condon, Lewiston, Idaho, operator . . . A galaxy of Portland operators were seen on the Row last month, which was a very happy sight to local jobbers, but more especially to local cash registers. O. A. Donaldson, Fred Landis, Lonnie Logsdon, Percy Drake, Norm Nemer, Joe Josephs, Harry and "Ace" Arenshberg,

and Mac Mecklenberg were spotted on Elliott Avenue.

Pacific Distributors of Spokane have set up an establishment in Portland with Dick Fields, son of Seattle's Fred, in charge . . . A one-day Seattle visitor was Charley Tomlin of Rex Novelty, who planed up from San Francisco . . . Brother Reid Tomlin has departed to California for a much needed rest . . . Also among those leaving was Briz Crabtree, but only for a short trip to Idaho.

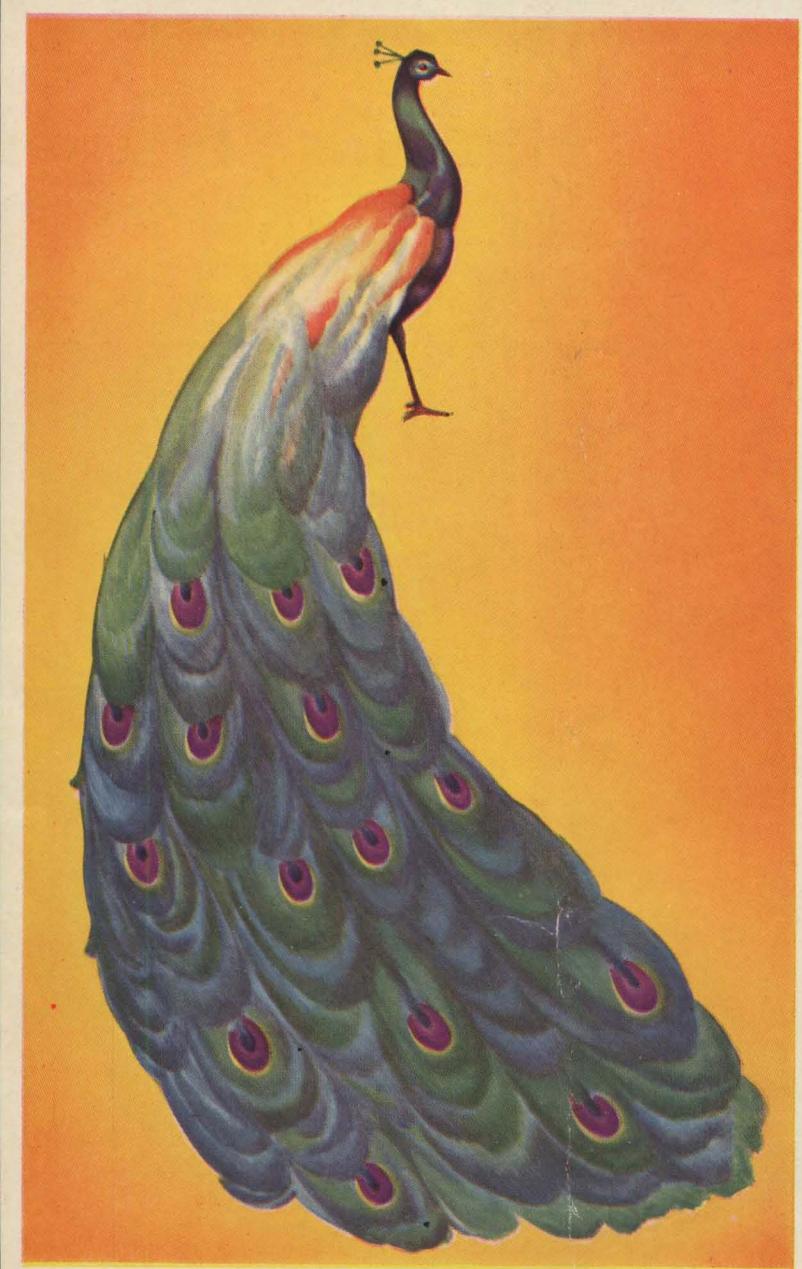
The storm rising up from Tacoma and roaring into Seattle that was reported by the weather bureau was no storm at all but Ralph Desimone, the Tacoma op, who was raising Ned with local jobbers because he couldn't get deliveries on late machines he saw at the Show. Either the demand was too great or the freight trains too slow . . . Forty-two on location and more being demanded daily! That's the report from G. F. Johnson, Portland's largest phone op, regarding Wurlitzer's new 700 model. ♦

Court Favors Bally Alley

CHICAGO. — Discussing the effect of legal opinion on sales, George Jenkins, sales manager of Bally Mfg. Company, pointed out that sales of the Bally Alley bowling game are already soaring upward as a result of a recent favorable court ruling.

"On February 3," Jenkins explained, "Circuit Court Judge Earl E. Cox of Indianapolis granted a permanent injunction definitely establishing the legality of Bally Alley, which was previously operated under a temporary injunction.

"The action has already resulted in a flood of rush orders from all parts of Indiana. Moreover, in adjacent territory—where newspapers have picked up press reports on the permanent injunction—distributors state that a sudden boom in Bally Alley sales reflects increased confidence on the part of operators. This bullish spirit will unquestionably spread as news of the permanent injunction circulates through the trade."



Unsurpassed For Beauty
WURLITZER'S THE WINNER



Modernize

BEAUTIFUL

**PUT A NEWER MODEL IN
EVERY OTHER LOCATION**



● Everywhere Music Merchants have acclaimed the 1940 Wurlitzers the most beautiful phonographs ever built! They have recognized the greater earning power in these feature-packed models. They are turning in their older Wurlitzers toward 1940 Models—placing these super-entertainers in their best locations—moving their more recent models right down the line—giving every location a more modern phonograph.

And everywhere the result is the same. A substantial increase in NET PROFITS from the entire operation!

Increase your profits. Apply Wurlitzer Modernization to your operation now—starting with Wurlitzer's sensational new Models. Watch them pay you the greatest profits in your history.

*Your **BEST** Locations with*
NEW WURLITZER PHONOGRAPHS



MODEL 800

MOVING MULTI-COLORED ILLUMINATION IS STANDARD IN PILASTERS
OF THE 800, WITH DANCING BUBBLE ILLUMINATION IN THE GRILLE

**ONLY WURLITZER CONSOLES HAVE ALL
FEATURES . . . Glamour Lighting . . . Plus**



MODEL 700

ANY COLOR ILLUMINATION OR BLENDING OF COLORS CAN BE OBTAINED
IN THE PILASTERS OF THE MODEL 700 BY INSERTING COLORED BULBS

THE BIG MONEY MAKING Visible Record Changers and 24 Records



● 1940 Wurlitzers bring you the three greatest contributions to play appeal and earning power ever introduced on any automatic phonographs!

The eye-stopping, play-stimulating beauty of Glamour Lighting. The crowd-pulling, play-multiplying magnet of Visible Record Changers. The coin-drawing power of 24 records enabling you to please the musical taste of every patron.

All are features that have proved their ability to attract a steady flow of nickels, dimes and quarters —yet—only Wurlitzer gives them to you.

Why invest your money in instruments that do not give you any of these big money making features? Modernize your operation with phonographs that are modern in themselves—and that means Wurlitzers!

Brilliant

NEW COUNTER MODELS BRING

Cigar stores, General stores, Beauty Parlors,
Lodge Rooms, Bus Terminals.

Ice Cream and Candy Stores, Airports,
Hotels, Country Clubs, Billiard Parlors

DRUG STORES



SODA PARLORS



MODEL 41 - THE SMALLEST COMPLETE AUTOMATIC PHONOGRAPH EVER BUILT

A big phonograph in everything but size, this brilliant beauty offers a great array of money making features. Glamour Lighting. Cabinet finished four sides. Visible Record Changer. Wide Range Adjustable Tone. Hi-Speed Service Set-Up.

It plays 12 records! Weighs so little that one man can carry it right into a location—either to be left permanently or to test the location's earning power for possible installation of a larger Wurlitzer later on. Costs little to buy, pays a profit from the start.

BOTH ARE COMPLETE PHONOGRAPHS WITH BUILT-IN SPEAKERS

BIGGER OPPORTUNITIES TO MUSIC MERCHANTS

Diners, Roadside Stands, Counter-type Restaurants, Chinese Restaurants.

Small Bars, Cocktail Lounges, Barber Shops, Tourist Camps, Filling Stations.

LUNCH ROOMS



MILK BARS

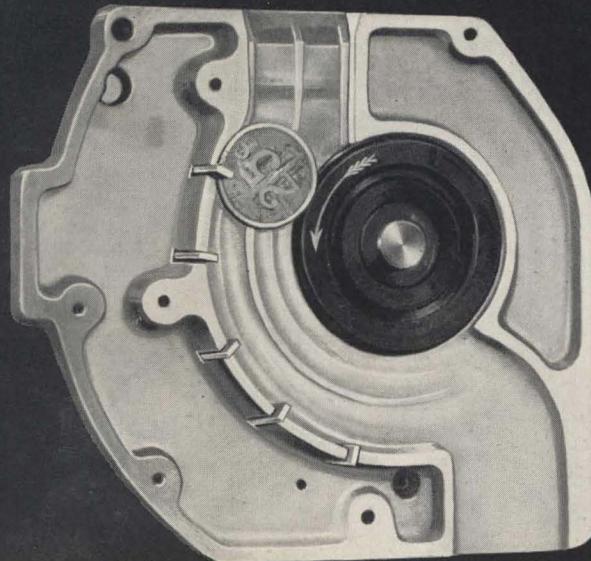


MODEL 71 -- A COUNTER MODEL PHONOGRAPH WITH CONSOLE MODEL FEATURES

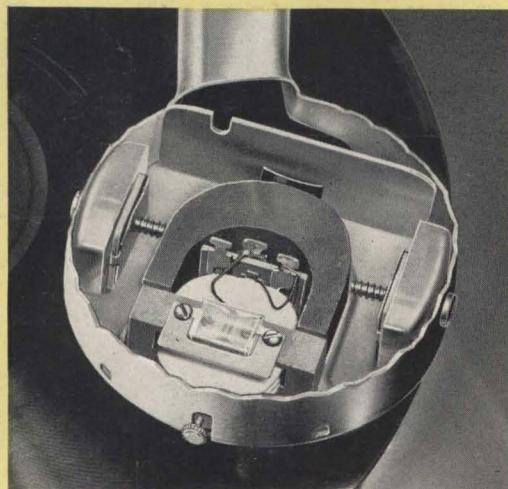
A deluxe Counter Model Phonograph with Piano-type Keyboard, Moto-Drive Coin Switch, Standard Play Meter and 5—10—25 cent Magnetic Coin Equipment. Plays twelve records. Has visible record changer. Can be completely serviced from front.

Its brilliant Glamour Lighting, magnificent tone and smart cabinet styling make it the center of all eyes—have already established it as a big money maker in small locations, or, as a second phonograph in places already having a Console Wurlitzer.

—GLAMOUR LIGHTING AND VISIBLE RECORD CHANGERS



MOTO-DRIVE COIN SWITCH Greatest single contribution to efficient coin registration ever made! Eliminates butterfly switches with their delicate adjustments. Positive, power driven foolproof and found only on Wurlitzer Automatic Phonographs.



IMPROVED SIMPLIFIED PICK-UP

Sealed at the factory. No adjustments required by the Music Merchant. Oil damping eliminated. Improved construction assures longer record and needle life plus improved tone.

SOLD ONLY TO MUSIC MERCHANTS

WURLITZER PHONOGRAPHS ARE DESIGNED

*for
Trouble Free
Service*

- Music Merchants' profits can be made two ways. Through features that increase play. Through features that decrease service costs.

Wurlitzer bore both these profit avenues in mind in designing the 1940 Models.

See the 1940 Wurlitzers in action. Hear them play. Inspect them from an easy service standpoint—and you'll agree, from every angle that contributes to greater profits, Wurlitzer's The Winner. Then decide to make more money—to save money by modernizing your operation now with 1940 Wurlitzers.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR
OVER TWO HUNDRED YEARS

HI-SPEED SERVICE SET-UP

You change records, re-set the Play Meter, make collections, service all four 1940 Wurlitzers from the front! All parts are instantly accessible, readily removable. A sensational saving in service time and costs.



WURLITZER
U.S.A.

MUSIC

Seasonal Titles Help Sell Music

By Robert Latimer

"Make the most of the season" is a timely maxim in every type of retail business—and in none more so than the operation of a coin phonograph route, says operator Jimmy Coffin of St. Louis, Mo. In running an average string of some forty-five phonographs through the metropolitan districts of the Missouri city, Coffin has been able to considerably step up volume on his route through the application of some simple horse-sense.

People like to feel "atmosphere" with music, Coffin has found, and for that reason, he often pulls favorites of the moment, even those with valuable hit-parade standings, in order to replace them with titles which convey the idea of spring or summer. In this winter's lineup, for example, are "It's Winter Again," "Roses in December," "Jingle-Bells"—and others, all of which pull a surprising amount of nickels as soon as the snow begins to fall. Spring songs and light lilting tunes will have the same effect in spring, Coffin has found—and his experience has been consistently that people who otherwise ignore the phonograph will play it only because of the timely note included.

In one restaurant, Coffin supplies a printed list of songs, and their numbers, offering to patrons the chance to have the waiter play the machine without stirring themselves. When the first snowfall, occurred, Coffin placed five "snow" tunes on his machine, with no particular popularity significance, and found play on these five numbers amounted to more than the total of fifteen others on the same list. Timeliness pays! ♦

Sour Doughs Go For Phonographs

SEATTLE.—Due to the initiative and good salesmanship of Ron Pepple, Rock-Ola Distributor and Sales Manager for Northwest Sales Company of Seattle, Washington, Rock-Ola Phonographs have found a warm spot in cold Alaska.

"Even the Eskimos and Sour Doughts demand their music these days," says Pepple. "After weary months of prospecting and trapping, these men of our Northern Frontier crave amusement. And they spend their money where entertainment ranks best. Of course that means a spot with the colorful Luxury Lightup Phonograph.

"Another fertile field for operators is the large number of combination passenger and cargo boats plying up and down the coast. A little music goes a long way on these vessels toward keeping both crew and passengers in a cheery mood. And so far as favorite numbers go, taste is pretty much the same here as in more civilized or metropolitan centers of the States.

"We've had big success with Luxury Lightup Models because of the bright, colorful appearance and clear, strong tone. Another feature enjoyed by veterans of the North is the deep, full base adjustment on Rock-Ola phonographs. Every one out here seems to prefer a deep, voluminous tone. So we give them what they want." ♦

Thirty Four Countries Buy American Phonos in 1939

WASHINGTON, D. C.—Increasing interest in American-made automatic phonographs in foreign lands is apparent from a study of a recent report of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

Only recently the Department has acknowledged the importance of phonograph exports and kept a record of machines shipped abroad. Previously phonographs were classified along with all types of musical instruments under one general head and it was impossible to ascertain with any certainty the exact amount of exports yearly.

Approximately 46 per cent of the total exports for 1939 went to Mexico to make up a total number of 1,665. Value of machines shipped reached \$279,482 or an average of \$167.86 per machine. Second largest buyer was the Dominion of Canada taking 30% or a total of 1,092 machines valued at \$195,232. This averages \$178.88 per machine.

Balance of the 3,589 machines shipped, valued at \$640,974 went to various countries throughout the world with Cuba easy leader with 280 machines. ♦

Exports of Automatic Phonographs in '39

Breakdown as to quantities, values and destinations:

| Destination | Quantities | Value | Destination | Quantities | Value |
|--------------------|------------|---------|-----------------------|------------|-----------|
| Belgium | 5 | \$ 970 | Netherlands W. Indies | 4 | 616 |
| Finland | 37 | 8,590 | Australia | 39 | 4,383 |
| France | 15 | 3,756 | Philippines | 42 | 6,884 |
| Germany | 1 | 170 | Dominican Republic | 3 | 330 |
| Netherlands | 15 | 2,380 | Argentina | 11 | 1,073 |
| Sweden | 28 | 3,102 | Brazil | 16 | 2,917 |
| United Kingdom | 189 | 34,711 | Colombia | 23 | 5,856 |
| Canada | 1,092 | 195,232 | Venezuela | 11 | 2,439 |
| British Honduras | 2 | 320 | Neth. Indies | 2 | 195 |
| Costa Rica | 7 | 1,566 | China | 1 | 335 |
| Guatemala | 13 | 3,354 | Union of South Africa | 13 | 3,833 |
| Rep. of Panama | 25 | 5,103 | New Zealand | 3 | 307 |
| Canal Zone | 3 | 485 | Mozambique | 5 | 2,149 |
| Salvadore | 19 | 4,715 | Jamaica | 2 | 312 |
| Mexico | 1,665 | 279,482 | Hongkong | 2 | 346 |
| Bermuda | 6 | 1,112 | British Oceania | 4 | 717 |
| Other B. W. Indies | 6 | 1,232 | Totals | 3,589 | \$640,974 |
| Cuba | 280 | 62,002 | | | |



They're for Wurlitzer! Left to right: Music Merchants Bill Bryant of Charlotte, N. C.; L. W. Whipple, Rock Hill Music Company, Rock Hill, S. C.; O. P. Jamison, Jr., and Pat Jamison, Greenville, S. C.; General Manager R. T. Thomason of Amusu Novelty Company, Wurlitzer Distributors of Spartanburg, S. C.; and O. P. Jamison, Sr., Greenville, S. C., snapped at Amusu during National Wurlitzer Days.



A portion of one day's shipment of Wurlitzer Models receive final inspection before being crated and shipped.

Wurlitzer Works At Capacity

NORTH TONAWANDA—Hard put to keep up with orders for 1940 Wurlitzer Phonographs, the North Tonawanda plant of the Rudolph Wurlitzer Company is roaring along in high gear.

According to M. G. Hambergren, Wurlitzer general sales manager, "large shipments are being made daily to all parts of the United States. We are making every possible effort to fill orders promptly, although somewhat handicapped by growing backlog. Additional help is being added daily and no effort is being spared to get the 1940 models in the hands of the thousands of music merchants who are clamoring for them."

Select-A-Tune Enters Wired Music Field

HOLLYWOOD — Without preliminary fan-fare or fuss Fred and Charles Brinkman, Carl Heubotter and Fred Hadel have launched the Select-A-Tune with offices at 852 North Highland Avenue in Hollywood and factory in Los Angeles.

Select-A-Tune is the invention of Fred Hadel whose engineering ability is well known in the industry and whose latest innovation is said to be the last word in wired music and possessive of many heretofore unthought of features.

The new Select-A-Tune Central Unit handles twelve records simultaneously with full inter-communication. Patrons have no 'phones to bother with and speak directly into the machine. Cabinets are expertly finished in a conservative design destined to stand the march of time and last for years and years. Beautifully grained walnut is used in all cabinets.

Play back on the new machines is direct and instantaneous. Officials claim that reproduction is 99% accurate through new methods recently devised.

Arrangements are now being made for both domestic and foreign distribution and Hadel reports tremendous interest being shown both by operators and distributors.

• •
He—"Will you have dinner with me tonight?"
She—"Certainly."
He—"Then tell your mother I'll be over early."

Modern Opens New Jersey Offices

NEWARK, N. J.—Modern Vending Company, subsidiary of Modern Automatic Music Sales Company, have just opened offices in this city in the prominent Industrial Building at 1060 Broad Street.

Nat Cohn and Harry Rosen of the firm report, "These offices will be completely outfitted in every way. Not only will they carry a complete display of all the latest Wurlitzer 1940 models but they will also carry stock on hand so that the music merchants throughout the New Jersey area will be able to call here and get the models they want."

"Every convenience for the music merchant is being planned in typical Modern manner. We are going direct to Newark on request of the New Jersey music merchants who have been asking us to open offices here for some time. Long experienced employees from our organization in New York City will be transferred to these offices to get things started right."

A big "Victory Opening" party was held at these new offices on Saturday, February 10. The party was conducted along the lines of the famous Modern gala affairs.



Ben Palastrant, president of Supreme Amusement of New England, shown at his desk at the firm's new quarters at 1022 Commonwealth Avenue in Boston. Palastrant states move was necessary to take care of increased business on Rock-Ola Luxury Lightup.



A scene at Carl Trippe's Ideal Novelty Company, St. Louis, Missouri, during Grand Showing of 1940 Rock-Ola Phonographs. Carl Trippe, left, and F. E. Richardson, Rock-Ola District Manager, toast the Rock-Ola Leadership Girl and the 1940 Super Rock-Ola. "Both beautiful," says Carl.

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
620 Memorial Dr., Cambridge

DENVER, COLO.

Hendrie and Bolhoff Mfg. & Sup.
Co.
1635 17th St.

MILWAUKEE, WIS.

Taylor Electric Company
112 North Broadway

NEWARK, N. J.

Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



FLASH!! **WIRED MUSIC IS HERE!**

Magic Voice

BY

RECORDALL

MANUFACTURERS OF THE WORLD'S FINEST RECORDING EQUIPMENT

MAGIC VOICE has **LIVE HOSTESS**

From central station she plays your favorite old or new tunes — Hundreds of records to choose from.

MAGIC VOICE

Operates over any telephone wires.

MAGIC VOICE

is YEARS AHEAD of anything on the market.

MAGIC VOICE
MAGIC VOICE

was two years in perfecting by Recordall Engineers.

makes hot spots out of dead spots.

TRIPLES YOUR TAKE

MAGIC VOICE

is SENSATIONAL! Easily installed! With low operating costs.

WARNING!

WIRED MUSIC WILL BE TO AUTOMATIC PHONOGRAPHS WHAT TELEVISION WILL BE TO RADIO!

Wire, Phone or Write for Details

Territories Open

RECORDALL SALES CORP.

2619-25 SANTA FE AVE.

LOS ANGELES, CALIF.



Gordon B. Mills, president of Mills Sales Company, Ltd., in his Oakland office

Mills Sales Has Interesting History

OAKLAND—Gordon B. Mills, a first cousin to the famous Mills Bros., of Mills Novelty Company fame, came out to the Pacific Coast from Chicago early in 1918. His first coin machine training began when he represented the Gans Company in Northern California. Shortly, thereafter, Mills entered into the operating field on his own account, developing an organization which has grown steadily and which, at times, has covered territory from Portland, Maine to Miami, Florida and from Los Angeles to Seattle, with foreign operations in Shanghai, China, Manila, Philippine Islands, Hilo and Honolulu, territory of Hawaii. The number of employees has reached one hundred and thirty-five.

The company was incorporated in 1929 and became known as the Mills Sales Company, Ltd. The main offices are located at 1640 Eighteenth Street, Oakland where the company has been doing business since the date of its incorporation. The two class "A" buildings occupied cover approximately 20,000 square feet with large, modern and up-to-date offices, including a beautiful showroom finished in true California style especially for the purpose of displaying the Mills line of phonographs.

The company maintains a complete repair shop, service and parts department; the service organization comprising ten employees, while the shop is completely equipped for manufacturing process, it is used only for repair and service.

In addition, the Mills Sales Company maintains a branch office in Los Angeles located at 1491 West Washington Blvd., where the Mills line of phonographs are on display. The distribution for Southern California and Arizona is handled by Cal Brown out of this office which maintains a complete stock at all times together with a most efficient service department carrying a full line of parts.



Luxurious new demonstration room finished in true California style.



A. H. Bouterous, vice president, in his private office.

While the Los Angeles office has been open only a short time it has made remarkable progress and is proud of the fact that it has already sold a good many of the operators including two of the largest operators in this territory.

Up until recently the Mills Sales Company primarily has been engaged in the operation of all types of coin machine units exclusively, but with the event of the new line of Mills phonographs, the company



Part of the sales and office staff snapped in front of the Oakland office.

took over distributing franchises for the States of California and Arizona and has just recently added the State of Oregon where they will soon announce the opening of a branch office in the City of Portland. In addition to the phonographs, the company has taken over the distributorship of the entire Mills line for the aforementioned



Los Angeles branch demonstration room. Glen Putnam, service manager on left; Cal Brown, manager, in center, and Edna Campbell, secretary.

territories. Although the Mills Sales Company has so recently entered into the distributing end of the business, this organization has already established a record for itself in sales, having been "runner-up" to the Ponser organization, a New York concern, in the recent Mills Novelty Company's national distributors' contest in the sale of phonographs.

The company has operated practically every known type of coin operated machine, but in recent years has developed large operations, consisting of merchandising units such as Cigarette machines, Photomatics, Bottle Beverage Dispensers, Cigar Venders, personal weighing scales, etc. Each operation is departmentized and headed by some individual who is responsible for its success in relation to the whole organization.

The executives of the company are: Gordon B. Mills, President; Arthur H. Bouterous, Vice President and Secretary; Mrs. Gordon B. Mills, Treasurer. The same officers of this company have been active for eleven years.

The growth of this company has not been spectacular, but rather it has enjoyed steady progress and enjoys a sound financial rating. ♦

Beverly Selects Mills for '40

LOS ANGELES—"The average customer placing a coin in a phonograph isn't interested in seeing wheels go round. He has just one thought in mind and that is to obtain music; music of the very best rendition, and for that average customer the Mills 1940 Empress and Throne of Music Phonographs were made to order." So stated C. Walters, president of Beverly Sales Corporation, distributors of Mills Phonographs.

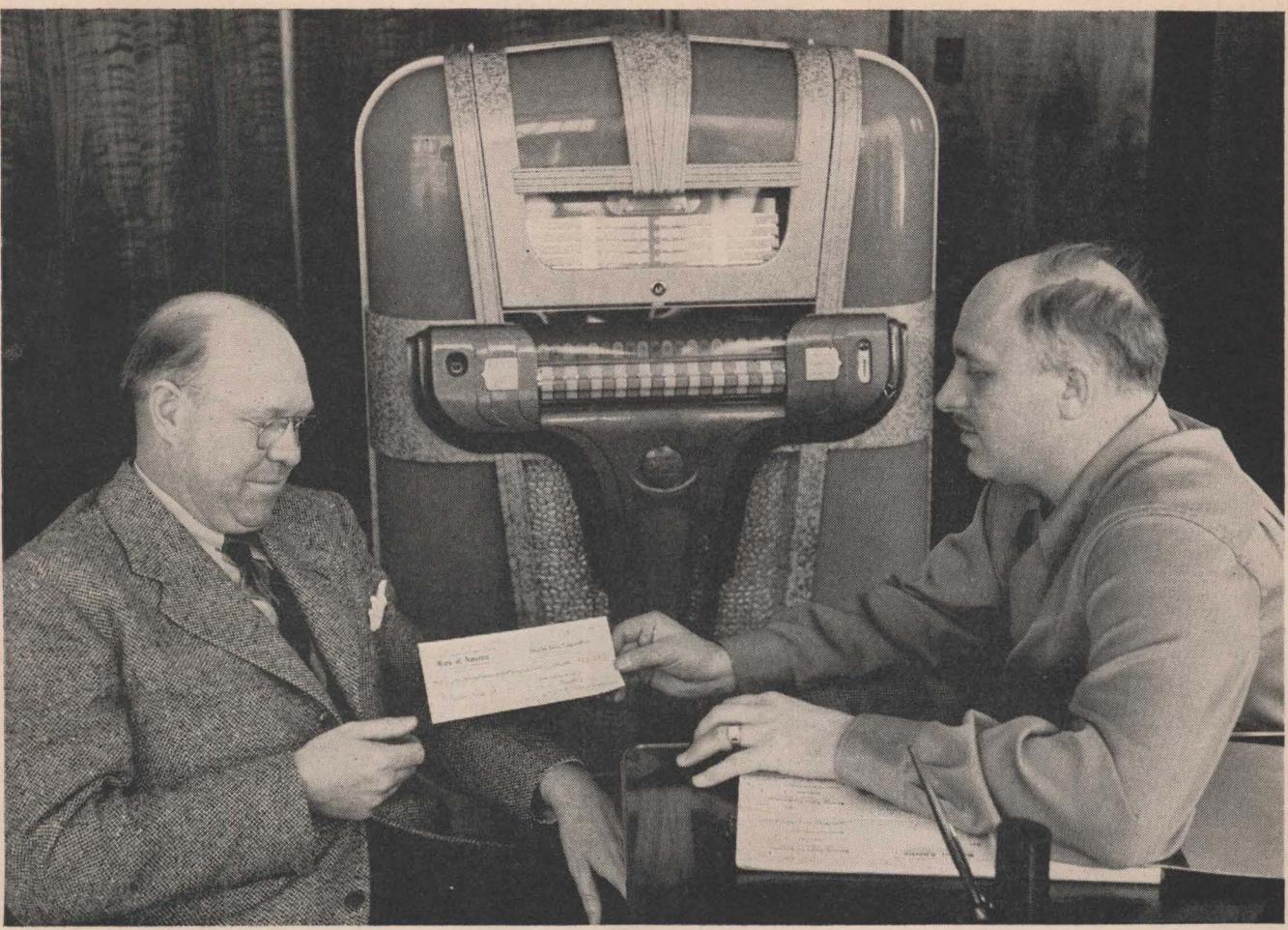
"The artist strains to play real music, the record companies produce a good replica, but heretofore the average phonograph did not do justice to the recorded efforts," continued Walters. "The time has come when musical reproduction must be perfect to hold our business and for that reason we have taken on the Mills line for 1940."

"In the new Mills we believe we have a phonograph as near perfect as it is possible to make them at this stage of the development of our great industry. There is no array of coin slots to confuse one. Inserting a coin is made easy through one convenient slot so placed as to make it impossible to tear clothing or rip flesh. Furthermore the slot is jam and slug proof. No more profits going down the sewer and lost time on machines through slugs. The Mills throws them out absolutely."

"Then too, the Mills selector represents a tremendous improvement. There is a positive action on the selection levers or keys and no mistakes can be made."

"Phonograph prices have gone sky high," Walters added, "and apparently no consideration has been given the operator as far as his profitably operating machines is concerned. Mills has not only kept a respectable price but has cut by two-thirds the cost of replacement on lights, needles and records."

"Summing up," Walters concluded, "we're pretty happy about our Mills distributorship. We've a machine that's easy to service, built for easy operation with the operator paramount in mind, neat and attractive and of conservative design without too much flash and gaudy trimmings. We look forward to a big year and already operators who have 'rode the same freight' for years and years are placing substantial orders with us for the new Mills." ♦



31
COIN
MACHINE
REVIEW

\$53,069.71 Says FOR 1940 IT'S MILLS!

Falling in line with the liveliest distributors in the United States the Beverly Sales Corporation of Los Angeles has been appointed by the Mills Sales Company to share in the distribution of the Mills line of Phonographs for 1940, in the city and county of Los Angeles.

The above photo shows Charlie Walters, president of the Beverly Sales Corporation, on the right, handing a check to "Cal" Brown, District Manager and Distributor for Southern California and Arizona of Mills Sales Company, Ltd., as payment in full for Mills Phonographs enroute.

Operators everywhere agree that Mills is the line for 1940. Unequalled in beauty, tone, ease of operation and servicing here are truly fine instruments as modern as tomorrow.

SEE THESE INCOMPARABLE PHONOGRAPHS AND LEARN
THE WHOLE STORY TODAY!

— AUTHORIZED MILLS DISTRIBUTORS —

MILLS SALES CO. Ltd. BEVERLY SALES CORP. MILLS SALES CO. Ltd.

1640 18th Street
OAKLAND, CALIF.
Higate 0230

2201 Beverly Blvd.
LOS ANGELES, CALIF.
Federal 1966

1491 W. Washington Blvd.
LOS ANGELES, CALIF.
PROspect 5366

ATTENTION MUSIC OPERATORS!

Get the MOST you can out of your old phonographs. DON'T trade your used equipment until you have had our appraisal on the

1940 WURLITZERS

D. H. OSBORN
1268 Folsom St.
SAN FRANCISCO
HEmlock 7694

SELLING
PHONOGRAPHS
ONLY.
WE DO NOT
OPERATE

OSBORN MUSIC CO.
1154 W. Washington
Blvd.
LOS ANGELES
PProspect 6451

32
COIN
MACHINE
REVIEW



For three solid days during National Wurlitzer Days Penn Coin-O-Matic of Baltimore played host to over 500 Music Merchants. Above is shown part of the crowd and below, left to right: Jerome Thorner of Penn Coin-O-Matic; Wurlitzer's Joe Darwin; Coin-O-Matic's Joe Eisen; Dorothy Flecker and Service Instructor Henry Wilcox.



Phono Op Factor In Today's Recordings

LOS ANGELES—"A record manufacturer can be successful today only if he caters to the coin machine operators," asserts Eli Oberstein, head of United States Record Corporation.

Alex Hirsch, president of Radio-Television Supply Company, Inc., recently appointed U. S. Record distributors for Southern California, advanced this statement to THE REVIEW in commenting on the success his firm is having with the Varsity and Royale Records from Oberstein's plant.

Hirsch further pointed out that Eli Oberstein is vice president and general manager of U. S. Record and is the man behind the guns on all recordings issued by the company. Oberstein's career was given considerable publicity in a lengthy article in Time (Feb. 19, p. 59) which gave a rather complete accounting of the young executive's career in the record business. The magazine termed him a tycoon and upstart who had made his presence felt by selling some million and a half records during the first six months of his firm's existence. Out of this mass the outstanding tune seems to have been Johnny Messner's recording of "She Had to Go and Lose It At the Astor" which sold over 150,000 copies.

Coin machine operators are particularly interested in the top bands recently added to the Varsity list and some of the clever novelty numbers offered by the company.

"Definite proof that Oberstein is catering to the music op," declares Hirsch, "is found in the wide variety of numbers, race, hillbilly, old time, and what-have-you now in the list."

"Oh Johnny" Sets Contest Record

CHICAGO—Smashing all newspaper contest records the Chicago Herald-American and the Palmer House, through special permission of Fred Forster, publisher of "Oh Johnny", has just completed a "last line" contest in which 48,886 entries were made.

Idea of the contest was to write a last line to the song and a prize of \$50.00 per day was paid for the best lines selected. Heavy participation was expected but the contest sponsors never dreamed of the tremendous response they would have in the first five days of the contest.

Returns definitely prove that a good song never dies, and that the old proverb "There's Nothing New Under The Sun" seems to have been indelibly impressed upon the public, for old or new, they go for whatever strikes their fancy.

Columbia Signs Kate Smith

NEW YORK—Kate Smith, famous CBS "Songbird of the South," has been signed by Joe Higgins of Columbia Recording Corporation to an exclusive contract in one of the biggest deals ever made with a popular artist.

Current plans call for at least twenty-four sides during the year, with Miss Smith, the foremost feminine vocal and variety artist in America, on a regular recording schedule for the first time.

The singing star's first Columbia discs made with the orchestral backing of Jack Miller and his 20-piece combination of outstanding musicians, are scheduled for release in the near future. Done in typical Smith style, the discs are paced in cheery tempo, with star and orchestra blending their musical talents for extra-special listening and dancing results.

Wait!

HOLD EVERYTHING!

POSTPONE YOUR PURCHASES UNTIL YOU'VE SEEN

Select-A-Tune

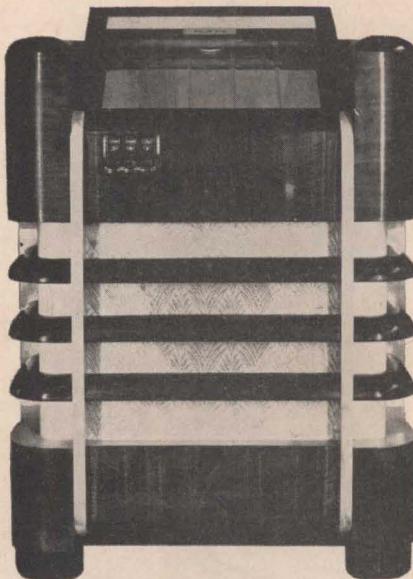
MUSIC BY WIRE
HOLLYWOOD, CALIFORNIA

The
Finest
Reproduction
of Music

•
STURDY CONSTRUCTION
THROUGHOUT

•
Dependable
and
Simple in
Operation

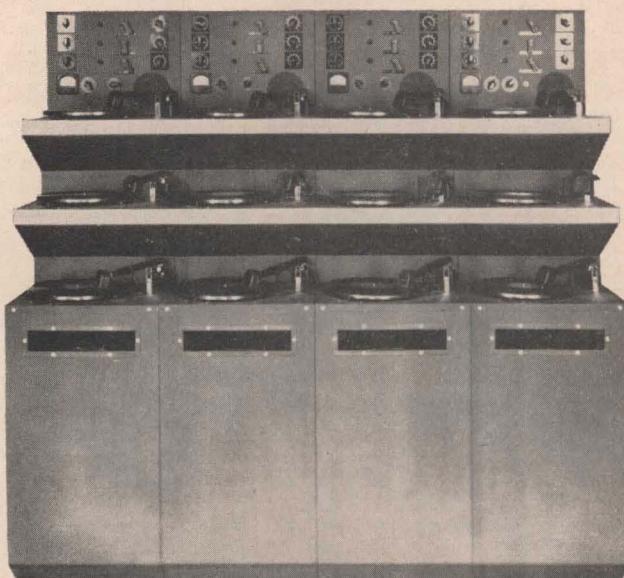
•
WRITE,
WIRE, PHONE
TODAY!



To
HEAR IT
and
SEE IT
IS
TO WANT IT!

•
ABSOLUTE
ACCURACY
OF
REPRODUCTION

•
Territory
Available
For
Distributors



SELECT-A-TUNE, Inc.

852 N. Highland Avenue

Gladstone 5262

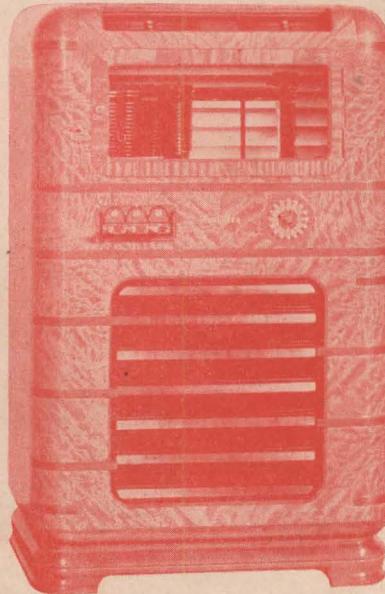
Hollywood, California

33
COIN
MACHINE
REVIEW

We Need 100 USED PHONOGRAPHS and 100,000 USED RECORDS AT ONCE!



AND WE'LL PAY
\$25 to \$50
MORE THAN OUR
REGULAR TRADE-IN
ALLOWANCE
TOWARDS THE PURCHASE
OF NEW EQUIPMENT

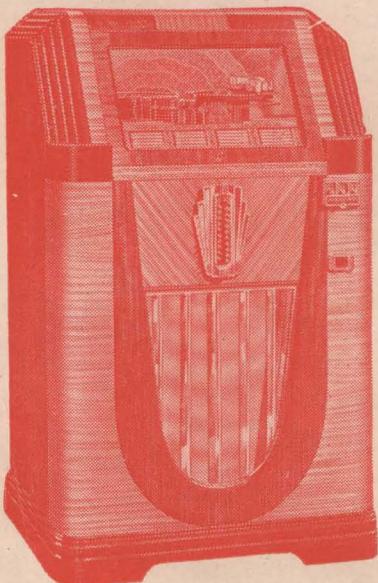


For a Limited Time Only

We need 100 used phonographs and 100,000 used records — IMMEDIATELY. Turn your old records into cash! If you're going to buy new equipment, NOW OR LATER, get our liberal appraisal before you buy.

It's your opportunity to save from \$25 to \$50 on the purchase of 1940 models and to clear your old records for cash!

WE RESERVE THE RIGHT TO WITHDRAW THIS OFFER AS SOON AS
OUR STOCK OF USED PHONOGRAPHS AND RECORDS IS
REPLENISHED.



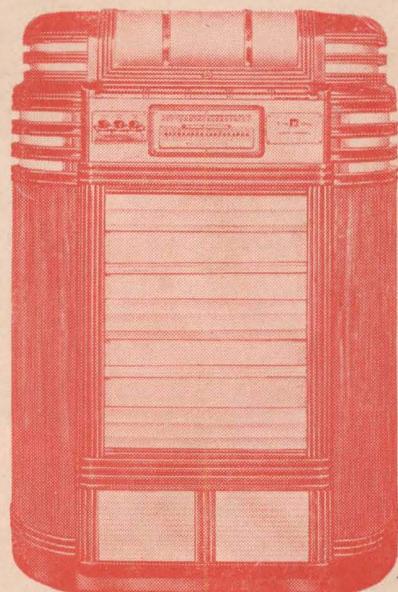
REGULAR LIBERAL TERMS

Don't Delay—
ACT NOW!

•

GENERAL
MUSIC CO.

2277 West Pico
LOS ANGELES, CALIF.
FAirfax 2188



TEXAS

ROCK-OLA DISTRIBUTORS HOLD SHOWINGS . . . MAGNOLIA AMUSEMENT BUILDING CABINET SHOP . . . EASON TAKES OVER ASSOCIATION REINS . . . JOSEPHINE CRUZ JOINS LITTLE THEATER

By John G. Wright



HOUSTON (RC)—Melvin J. Blum of Bay City, generally regarded as the most youthful owner-operator in the Southwest, has earned yet another distinction. During four years of operating in the same territory he has not actually lost a single phonograph location.

Two spots got away from him during that time. He recovered one of them immediately; but the other required an excessive cash consideration and Melvin preferred to operate on locations rather than buy them. He contends that he could not have held the spot under terms demanded and retained his standing as a legitimate operator; so does not count that loss as a blot on his perfect record.

Blum operates legal equipment, mainly phonographs, exclusively and on a large scale. Business in his territory on the famous "Hug-The-Coast" highway is exceptionally good the year around.

Stelle & Horton, of Houston, South Texas distributors, presented the new model Rock-Ola Luxury Lightup phonographs to a capacity crowd of operators on Jan. 29th. The showing, an elaborate affair, was held at the firm's recently remodeled sales offices in Houston. Interest was chiefly in the new models. Attractions of secondary importance included music, dancing, and refreshments. H. H. Horton and H. M. Crowe of the distributing firm and Hans von Reydt and Franklyn N. Hurd, district manager and factory representative for Rock-Ola, officiated as hosts.

Fisher Brown of Dallas held a two-day showing of the 1940 model Rock-Ola phonographs at his sales headquarters in Dallas on Feb. 6th and 7th. A large and enthusiastic crowd of operators attended. Re-

freshments were served continuously and steak dinners were served guests at a nearby famous restaurant.

Magnolia Amusement Company of Houston, moved into larger quarters the first of this year and immediately plunged into an ambitious plan of expansion. J. B. Belin and Harry Armer, owners, attended the National show and liked the new attachment, Phono-Mike, so well they immediately signed a contract as exclusive distributors for Texas. These two practical and widely experienced operators see unlimited opportunities for the new gadget.

They also handle two well known lines of amusement games, sell Rock-Ola phonographs, every make of record on the market, and a complete line of sales boards. This company is also installing machinery for an exclusive phonograph cabinet shop. They expect to have it in operation within a month and it is believed it will be the only one of its kind in the South.

H. L. Eason of Houston has been elected Executive Secretary of Associated Phonograph Operators of Harris County and assumed his duties at the regular business meeting on Feb. 8th. Eason was formerly an operator and his election was well received by the membership of the Association. He recently said that the work was much more pleasant than had been expected and he was well pleased. The position pays \$150.00 a month; and the Secretary is expected to spend five hours a day, six days a week in the association office. Eason at present will observe the hours from eight until one mornings.

Mrs. F. F. Lemke, wife of one of the oldest and most popular operators in Texas, is recovering nicely from a near fatal seige

of illness caused from complications following an attack of "flu."

Miss Josephine Cruz, known and liked by practically every operator in Houston has accepted a position in the Recreation Department of the City of Houston. She will work largely with the Community Players, an amateur theater group who have gained National recognition both for their performances at the Recreation Playhouse and at their Intimate Theater showings presented at a leading hotel of the city. Miss Cruz is a sister-in-law of Hans von Reydt, recently appointed Rock-Ola District Manager, and was his office secretary while he was distributor in Houston.

The appointment of Hans von Reydt of Houston as Rock-Ola District Manager was well received by Texas Operators. He is well known over the entire Lone Star State. His territory covers Texas, Oklahoma, and New Mexico. ♦

Associated Phonograph Operators of Harris County, Texas

President—F. S. Clancy; Vice-President—Sam Ayo; Treasurer—Lester Hearn; Secretary—H. L. Eason; 518 Anita Street, Houston, Texas.

Associated Phonograph Operators of Harris County held a regular business meeting at Ben Milam Hotel on the evening of Feb. 8th.

H. L. Eason, previously elected Executive Secretary by the Board of Directors, was introduced and the Board's choice approved by a unanimous vote. Eason accepted with a few words and was given a rising vote of confidence by the members.

Two representatives of Houston Chamber of Commerce were introduced and outlined plans for admission of Operators and operating firms into the Chamber. Several Operators, not members of that body, signed applications. A committee was appointed to work with officials of the Chamber on a plan to admit the Association to membership as an organization.

Several routine matters were discussed and voted on. After making some tentative plans for the year's work, and several short talks on the benefits of the Association, the meeting adjourned. ♦

Wilcox Busy On Mel-O-Tone Production

CHICAGO—Russell C. Wilcox, chief engineer of the Herbert Corporation, is kept mighty busy these days supervising production on Mel-O-Tone, the phonograph that has won him new glories in phonograph engineering.

Mel-O-Tone is Wilcox's most recent engineering contribution to the phonograph industry. Included among his many previous contributions is his inventing and perfecting the record changing mechanism now used by another of the industries leading phonograph manufacturers. At the time Wilcox perfected this mechanism positive and efficient record multi-selectivity became a reality.

However, Wilcox was never one to rest on his laurels and it has been his continued pioneering that has won for him the distinction of being the recognized dean of all phonograph engineers.

With the introduction of Mel-O-Tone, the phonograph Wilcox devoted over three years to developing and perfecting, he adds new glories to an already colorful career. We are confident that all those operators that have seen Mel-O-Tone's greatly simplified record changing mechanism will agree that it is unquestionably one of the outstanding engineering achievements in the annals of phonograph manufacturing. ♦

35
COIN
MACHINE
REVIEW

Expert REFINISHING

Old machines modernized with new grilles, new louvres and complete new modern paint job.



Specializing in MARBL-GLO Finishes

Quality work duplicating factory finishes. We have pleased dozens of operators. Let us show you what we can do with your old equipment.

MARS, SCRATCHES, CIGARETTE BURNS REMOVED!

GRILLE AND LOUVRES FOR 616.....\$15.00

Get our prices first. You'll be surprised!

HERRING REFINISHING COMPANY

2319 W. Pico St.

DRezel 4010

Los Angeles, Cal.

Riddell Opening Is Huge Success

LOS ANGELES—On February 15, 16, 17 the Riddell Company, Rock-Ola distributors, held their first showing of the new Rock-Ola models for 1940 at their showrooms at 2920 West Pico Street. Approximately 300 music operators attended the opening and partook of the refreshments and entertainment offered.

The new Italian marble finish on the 1940 Luxury Lightups took the eye of all visitors and many of the operators placed substantial orders with the firm. Among the features that were prominently displayed and explained were the Line-O-Selector, the Tone Resonator, the completely enclosed Speaker, the Crystal Pickup, the 99% Slug Proof Coin Chute and the service accessibility of the Super and Master models.

Jack Nelson, vice president of Rock-Ola Manufacturing Corporation, was on hand to meet the operators. Among the other prominent guests were George Murdock, Rock-Ola district manager; Larry Crosby, manager for his famous brother, Bing; Ceelle Burk and Leon Rene, orchestra leader and composer of many AMMOR record hits; Phil Harris, congenial maestro of the Miracle Mile's Wilshire Bowl; Ollie Jackson, Pasadena's "Fats" Waller, and many of the representatives of local record companies. Invited, but unable to attend due to previous commitments, were Bing Crosby, Guy Lombardo, Skinnay Ennis, Jan Garber and the Mills Brothers.

Milton Lange, Frank Navarro, Jim Alle, the Bringas Brothers, Sam Ricklin, Al Cassell, and many other well known figures in the Southern California coin-operated phonograph industry were present to honor the Riddell Company with their expert praise for the 1940 Rock-Ola phonographs.

Bob Riddell, of the firm, summed up the opening by saying: "The year 1940 will be a banner year for Rock-Ola. We have the product, we have the deal, and we are very close to the Chicago office in a point of co-operation. With all of these things, plus a complete stock of parts, we can't miss."

Many interesting pictures were taken and Tanya Widrin, Rock-Ola leadership girl, was asked to pose with the operators.

George Arosteguy, expert service man, has been employed to take care of the operators needs. Arosteguy will also have charge of the stock department. ♦



Hundreds of southern California operators dropped in The Riddell Company, Los Angeles headquarters February 15, 16, 17 at the first coast showing of the new Rock-Ola Phonographs for 1940. Pictured above: top left: Robert Riddell; H. C. Smith, of Phonograph Operators' Association; Leadership Girl; Jack Nelson, v.p. Rock-Ola and George Murdock, Rock-Ola district manager. Top right: Cassell and Ricklin, of California Music, load up their first new Rock-Ola while the Leadership Girl wishes them luck. A. C. Riddell, Jr., in background. Lower photo: imposing display of new machines in Riddell showrooms.

Missouri Ops Install Officers

ST. LOUIS (RC)—Members of the Missouri Amusement Machine Operator's Association held their annual electoral meeting during February, naming a board of directors and officers to serve in 1940. The annual get-together was staged at the Statler Hotel, with a full turnout of 60 members on hand.

Because of their excellent record in building up the Association during the past year, and the good results accomplished, the entire staff of officers who served last year were reappointed by the board of directors. Under this arrangement, directors are elected by the membership, then appoint officers from among themselves. Officers are: Lou Morris, president; Dave Monahan, secretary-treasurer; Abe Jeffers, vice-president; and Carl Trippe, chairman of the board.

The group will meet monthly at the Melbourne or Statler Hotel in St. Louis, and plans to expand most of its efforts during the coming year in establishing a standard location commission and operating procedure in the city, suburbs, and the autonomous County district. A banquet for formal installation of officers was held at the Statler as the highlight of the election meet. ♦



In front of E. I. Woodfin's showrooms the Wall Brothers of Gainesville, Georgia, are ready to leave with the first of their new Rock-Ola Luxury Lightups.



Ernie Petering, Wurlitzer Assistant Sales Manager; two Hylton Sisters Miss Shonberger, Record Department Head; Nat Cohen and a third Hylton sister made things merry during Modern Vending's Wurlitzer Days. The Hylton Sisters are Varsity Record stars.

OPERATORS
INSIST ON AN
AUTOMATIC PHONO
NEEDLE WITH
SYMPHONIC TONE

Sample 35c

MAESTRO POINT

THE
ELDEEN CO.
176 West
Wisconsin
Milwaukee
Wis.

2000 Plays

Keystone Invites Execs. With Carrier Pigeons

CHICAGO.—Nine carrier pigeons arrived by express at the Rock-Ola Mfg. Corporation on February 22 from the Keystone Vending Company of Philadelphia, each comfortably accommodated in its own cardboard shelter. Each pigeon was addressed to an official of the Rock-Ola Corporation and was accompanied by a clever invitation to attend the "Gala Opening" of Keystone Vending's new show room, office, and service department at 1423 Spring Garden Street, Philadelphia, Pennsylvania, on February 25th.

Instructions for returning the birds were as follows: "This bird must not be detained . . . release at once or it will lose its way back. Release by 3 P. M. DO NOT KEEP OVERNIGHT. To handle, hold bird with both hands around body. If you will attend showing of new 1940 Rock-Ola Luxury Lightup Phonographs, just release pigeon. If you will not attend, detach ring from pigeon's leg and release bird."

So, at 3 P. M. sharp, the pigeons were carefully removed from their shelters by officials of the Rock-Ola Corporation. The birds upon gaining their freedom, shot straight up toward the sky and circled around to get their bearings and high-tailed it for their home anchorage in Philadelphia. In a few seconds they were lost to sight on their mile-a-minute return flight. These birds are noted as some of the fastest racing pigeons in the East and many a side bet was made as to whose bird would first cover the 800 odd miles back home. Experts say the birds go to roost at sunset. So, if they didn't oversleep in the morning or meet some feathered friends along the way, they could have arrived home in late afternoon of the 23rd.

I. F. Webb, Rock-Ola Vice President said, upon releasing his bird: "I hope it follows instructions. I told him to stop off at Art Nagel's in Cleveland for a good feed." Well, whether the bird follows those instructions or not, we want to give these "wise birds" their due credit. Also, congratulations to the Keystone Vending Company for the month's most unusual story. ♦



"Congratulations," says David C. Rockola, President of the Rock-Ola Corporation, to Fred Neumann of the Rex Vending Company of San Francisco. Neumann is a newly appointed West Coast Rock-Ola Luxury Lightup Phonograph Distributor. "It's Rock-Ola For '40," is all Neumann would say.

"Woodpecker Song" Unusual Hit

NEW YORK—The currently popular, "The Woodpecker Song," which is a best seller on recordings and "juke boxes" has one of the most unusual case histories in Tin Pan Alley.

Written originally in Italy, under the title "Reginella Campagnola," it was recorded in France last year by Glahe Musette Orchestra, an Austrian outfit, and Anglicized this month by American lyricist, Harold Adamson.

Neither the Austrian-French band leader, the Italian composers nor the American lyric writer ever met or corresponded.

R.C.A. Victor imported the novel Glahe rendition of "The Woodpecker Song" in December. It has since become tremendously popular on automatic music machines and other disc companies have issued platters by Glenn Miller, Gene Krupa, Bee Gee Tavern Band, Kate Smith and George Olson. The numerous radio bands planning to feature the novelty this season is indication that it will be one of the major radio hits of the Spring. ♦

PHONOGRAPH OPERATORS! CASH IN WITH Keeney's MUSIC BOX

BEAT THE OVERHEAD WORRY AND STILL
ENJOY "WIRED MUSIC" PROFITS. ACTUAL
TEST OPERATIONS PROVE OUR STATEMENT.

IMMEDIATE DELIVERIES!

PACIFIC COAST DISTRIBUTORS

ADVANCE AUTOMATIC SALES CO.

3126 Elliott Ave. 1021 Golden Gate Ave. 1226 S.W. 16th Ave.
Seattle, Wash. San Francisco, Calif. Portland, Ore.

Distributor for So. Cal., Arizona, New Mexico

MAC MOHR

2916 West Pico St.

Los Angeles, Calif.

RIDDELL ROCK-OLA NEWS

Ben Strom, ROCK-OLA factory service ace, is on his way here from Chicago. Ben will live here on the Coast permanently to assist us in giving ROCK-OLA OPERATORS service supreme—and with a smile.

A spanking new and extensive stock of ROCK-OLA PARTS is on its way here from Chicago too.

Each ROCK-OLA LUXURY LIGHT-UP PHONOGRAPH is, in reality, a custom made job as to color combinations. We have a fine stock on our display floor and in our warehouse. Instead of showing just one of a model—we have on display at all times from 15 to 20 ROCK-OLAS so we can show you the truly remarkable selection of color combinations available. It's well worth your while to look these over if you have not been in lately.

Our offices, display floor, shop and warehouse covers almost 5000 square feet of floor space. Jack Nelson, ROCK-OLA'S Vice President and General Sales Manager, says it is one of the largest exclusive coin operated phonograph establishments in the United States. Jack was with us four days for our Show and later came back for another three days.

We will be starting our RIDDELL SERVICE BULLETIN soon now. It will be issued periodically and our aim will be to have it contain information and news of real value to YOU, the phonograph operators of this territory.

THE RIDDELL CO.

2920 West Pico Blvd.
Los Angeles Parkway 1179

Western Ops Go for Mills

LOS ANGELES—"Every day new operators climb on the Mills band wagon for 1940," declares C. Walters, president of Beverly Sales Corporation, local distributors for Mills phonographs.

"In the past few days the following operators have placed orders with us for Mills machines: Les Lorden, M. C. Brunetti, R. H. Causey, Jack Pfeiffer, Sammy Ricklin and Al Castle of California Music, Joe Lein, Art Carp, Jerry O'Neil, William Haberman, George Hubbard, Phono-Matic Company, Dean Brown, F. E. Wilson, all of Los Angeles; A. L. Miller, Blythe; Olson Brothers, San Pedro; E. F. Lyon, Long Beach; F. K. Knudson, Fresno; R. C. Tanner, Fresno; and Jack Arnold, Barstow." ♦

Record Score Sheet

• KEY TO RATING •

BLUEBIRD

- 3★ 10608 Dorothy Lamour
TOO ROMANTIC (V)
THE MOON AND THE WILLOW TREE (V)
- 3★ 10609 Mitchell Ayres
HOW HIGH IS THE MOON (FT VC)
A HOUSE WITH A LITTLE RED BARN (FT VC)
- 4★ 10610 Charlie Barnet
IT'S A WONDERFUL WORLD (FT VC)
BUSY AS A BEE (FT VC)
- 3★ 10611 Enoch Light
TINY OLD TOWN (FT VC)
YOU'RE FIRST ON SECOND AVENUE (FT VC)
- 2★ 10613 Johnny Kaonohi Pineapple's Native Islanders
THE MOON OF MANAKOORA (Waltz VC)
NA ALU (FT VC)
- 3★ 10614 Bob Chester
WITH THE WIND AND THE RAIN IN YOUR HAIR (FT VC)
I WALK WITH MUSIC (FT VC)
- 3★ 10615 Don Redman
YOU AIN'T NOWHERE (FT VC)
ABOUT RIP VAN WINKLE (FT VC)
- 4★ 10616 The Smoothies
SAY "SI SI" (V)
FRIENDSHIP (V)
- 3★ 10599 Dick Todd
LAST NIGHT'S GARDENIAS (V)
ANGEL (V)
- 4★ 10600 Tony Pastor
THE RHYMIN' GAME (FT VC)
UNDER THE WOO-WOO TREE (FT VC)
- 5★ 10601 Vincent Lopez
HOW MANY TIMES? (FT VC)
NOLA (FT)
- 2★ 10602 Charlie Barnet
CLAP HANDS, HERE COMES CHARLIE (FT)
SOUTHLAND SHUFFLE (FT)
- 4★ 10603 Four King Sisters
THE HOT GAVOTTE (V)
RUN, RABBIT, RUN! (V)

38
COIN
MACHINE
REVIEW

**from Coast to Coast—
MUSIC OPERATORS AGREE
THERE'S NO SUBSTITUTE
FOR PERMO POINT NEEDLES
--at any Price!**

Eleven years of Proven Performance combined with the indispensable features of maintained tone quality, long record life and dependable service, have established PERMO POINT Needles as the most economical for automatic phonographs. To the few operators who may be tempted into being "Penny Wise and Pound Foolish" may we point out that the function of the needle in your instrument is of vital importance to your music business. Revenue, tone quality, record life and service depend upon it. That's why it Pays to Use Only THE BEST—

THE 2000 PLAY

PERMO POINT NEEDLE

the Only Needle recommended by every phonograph manufacturer!

PERMO PRODUCTS CORP.

Manufacturing Metallurgists

6415 RAVENSWOOD AVENUE

CHICAGO, ILLINOIS



★★★★★ EXTRA GOOD. Ideal for phonograph operations. Don't fail to get it. Outstanding number.

★★★★★ VERY GOOD. Has universal appeal. Recommended for any type location.

★★★★ GOOD. Returns, in most cases, will vary according to type of location and patronage. Not unusual.

★★ FAIR. Typed to a measure, i. e., may prove profitable in certain locations.

★ WEAK SISTER. Not strong enough to pay own freight. Short lived number.

ABBREVIATIONS: FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; OT—Old Time; R—Race; HB—Hillbilly.

- 3★ 10604 Wingie Manone
SOUTH WITH THE BORDER (FT VC)
PUT ON YOUR OLD GREY BONNET (FT VC)
- 3★ 10605 Glenn Miller
TOO ROMANTIC (FT VC)
SWEET POTATO PIPER (FT VC)
- 3★ 10606 Blue Barron
THE MOON AND THE WILLOW TREE (FT VC)
YOU, YOU DARLIN' (FT VC)
- 3★ 10607 Shirley Howard
AFTER I SAY I'M SORRY? (V)
THE SKY FELL DOWN (V)

COLUMBIA

- 4★ 35350 Kay Kyser
WAY BACK IN 1939 A. D. (FT VC)
WITH THE WIND AND THE RAIN IN YOUR HAIR (FT VC)
- 3★ 35351 Horace Heidt
GIVE A LITTLE WHISTLE (FT VC)
WHEN YOU WISH UPON A STAR (FT VC)
- 4★ 35352 Eddy Duchin

THE CREAKING OLD MILL BY THE CREEK (Waltz VC)
WHITE LIES AND RED ROSES (FT VC)

3★ 35353 Duke Ellington
I NEVER FELT THIS WAY BEFORE (FT)
WEEZY (FT)

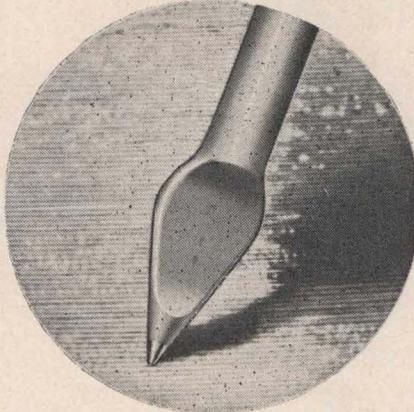
2★ 35355 Barry Wood
LITTLE SHEPHERD OF MY DREAMS (V)
THE STARLIT HOUR (V)

DECCA

- 4★ 3004 Connie Boswell
ON THE ISLE OF MAY (V)
GOTTA GET HOME (V)
- 3★ 3005 Ella Fitzgerald
WHAT'S THE MATTER WITH ME (V FT)
I'M NOT COMPLAININ' (V FT)
- 3★ 3006 Glen Gray
I CONCENTRATE ON YOU (FT VC)
LAST NIGHT'S GARDENIAS (FT VC)
- 4★ 3007 Guy Lombardo
THE SINGING HILLS (FT VC)
LET'S ALL SING TOGETHER (FT VC)
- 4★ 3008 Woody Herman
GIVE A LITTLE WHISTLE (FT VC)
PEACH TREE STREET (FT VC)
- 3★ 3009 Everett Hoagland
I'M TOO ROMANTIC (FT VC)
THE MOON AND THE WILLOW TREE (FT VC)
- 4★ 3010 Terry Shand
SWEET POTATO PIPER (FT VC)
KNICK KNACK POLLY WAH JINGASOL (FT VC)

THE REVIEW is the only publication in this industry maintaining, at its own expense, complete facilities to review records as they are issued. Hours and hours are devoted monthly to auditioning new records received direct from the factories and ratings herein given are based upon actual auditions and absolutely unbiased.

- 4★ 3011 Louis Armstrong
BYE AND BYE (FT VC)
POOR OLD JOE (FT VC)
- 2★ 3012 Plehal Brothers
LOW DOWN POLKA
RAILWAY WALTZ
- 3★ 5794 Jimmie Davis
WHAT ELSE CAN I DO (V HB)
I'M STILL A FOOL OVER YOU (V HB)
- 3★ 5795 Shelton Brothers
DON'T LEAVE ME ALONE (V HB)
I WISH IT WASN'T SO (V HB)
- 3★ 2998 Bing Crosby
I'M TOO ROMANTIC (V)
THE MOON AND THE WILLOW TREE (V)
- 5★ 2999 Bing Crosby
JUST ONE MORE CHANCE (V)
SWEET POTATO PIPER (V)
- 4★ 2987 Connie Boswell
ANGEL (V)
SOMEDAY YOU'LL FIND YOUR BLUEBIRD (V)
- 4★ 2988 Ella Fitzgerald
STARLIT HOUR (FT VC)
IS THERE SOMEONE ELSE (FT VC)
- 3★ 2989 Jan Savitt
KANSAS CITY MOOD (FT)
TUXEDO JUNCTION (FT)
- 3★ 2990 Jan Savitt
MAKE LOVE WITH A GUITAR (FT VC)
IMAGINATION (FT VC)
- 4★ 2991 Bob Crosby
I'VE GOT MY EYES ON YOU (FT VC)
GOTTA GET HOME (FT VC)
- 4★ 2992 Bob Crosby
OOH! WHAT YOU SAID (FT VC)
AIR MAIL STOMP (FT)
- 3★ 2993 Woody Herman
ON THE ISLE OF MAY (FT VC)
EAST SIDE KICK (FT)
- 3★ 2994 Henry King
A LITTLE BOY AND A LITTLE GIRL (FT VC)
SOMEDAY YOU'LL FIND YOUR BLUEBIRD (Waltz V)
- 4★ 2995 Clyde McCoy
I WANT MY MAMA (FT VC)
I WAS WATCHING A MAN PAINT A FENCE (FT VC)
- 2★ 2996 "Whoopie" John Wilfahrt
GRASSHOPPER POLKA
BEER BARREL POLKA IN WALTZ TEMPO
- 3★ 5792 Rice Brothers' Gang
I CRIED FOR YOU (OT)
AT THE CLOSE OF A LONG, LONG DAY (OT)



*Get in
the Money
with Music's Big
Money-makers*

LEO J. MEYBERG CO.

VICTOR

- 26433—Careless Darn That Dream Tommy Dorsey Orchestra
- 26390—Indian Summer A Love Is Blue Tommy Dorsey Orchestra
- 26463—At the Balalaika Leavin' On the Old Top Rail Wayne King Orchestra

BLUEBIRD

- 10520—Careless Vagabond Dreams Glenn Miller Orchestra
- 10495—Indian Summer Farewell Blues Glenn Miller Orchestra
- 10601—How Many Times? Nola Vincent Lopez Orchestra



LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

VARSITY

- 3★ 8163 W. C. Handy ST. LOUIS BLUES (FT) BEALE STREET BLUES (FT)
- 4★ 8165 Ray Pearl HOLY SMOKE (FT VC) THE SECRET OF LOVE (FT VC)
- 3★ 8166 Louis Prima SING-A-SPELL (NFT VC) GLEEZY RHYTHM IS BORN (FT VC)
- 3★ 8167 George Olsen SHE BROKE HIS HEART OF OAK (FT VC) WOODPECKER (FT)
- 3★ 8170 Louis Prima SAY "SI SI" (FT VC) TO YOU SWEETHEART, ALOHA (FT)
- 3★ 8173 Varsity Seven POM POM (FT) HOW LONG, HOW LONG BLUES (FT)
- 4★ 8175 Happy Felton MRS. WORTHINGTON (V FT) WOULDJA FOR A BIG RED APPLE (V FT)
- 3★ 8177 Van Alexander HO! SA! BONNIE (FT VC) EASY DOES IT (FT VC)
- 3★ 8179 Varsity Seven A PRETTY GIRL IS LIKE A MELODY (FT) SHAKE IT AND BREAK IT (FT)
- 4★ 8183 Johnny Messner AH! (Waltz VCN) YOU'D BE SURPRISED (FT VC)
- 2★ 8184 Happy Felton LET'S ALL SING TOGETHER (FT VC) JOE TURNER BLUES (FT VC)
- 4★ 8191 Johnny Messner SWEET POTATO PIPER (FT VC) TOO ROMANTIC (FT VC)
- 4★ 8196 Jack Teagarden YOU, YOU DARLIN' (FT VC) THE MOON AND THE WILLOW TREE (FT VC)

VICTOR

- 4★ 26504 Kenny Baker WHEN YOU WISH UPON A STAR (V) THE STARLIT HOUR (V)
- 3★ 26505 Wayne King THE LOVE THEME (Waltz) ILLUSIVE ROMANCE (FT VC)

**WE BUY
USED RECORDS**
•
HIGHEST PRICES PAID

Any Quantity up to 10,000.
WRITE, stating quantity and age
of records, for our price list.

Record Sales

2201 S. Grand Ave.
LOS ANGELES, CALIF.

VICTOR

**Public Learns Songs
From Records Now**

NEW YORK—The United States learns its songs from records, not from sheet music, according to the editors of TIME in their issue for February 26th.

In "Letters" a subscriber commented on the correct words of "Life Is Just a Bowl of Cherries" and TIME's editors replied that the version given might be correct but Rudy Vallee recorded it a different way and that is the accepted version today. ♦



Left to right: Wurlitzer District Manager Ralph Rigdon; Wurlitzer Music Merchant Abey Abrams, Garrett, Ind.; Paul Jock, Guarantee Distributing Company, Wurlitzer Distributors of Indianapolis; and William Brase, service instructor, approve of the efficient coin equipment on the new models.

"Lady's purse left in my car while parked. Owner can have same by paying for this ad. If she will explain to my wife how the purse got there I will pay for the ad myself. Phone M-123 League City." ♦

39
COIN
MACHINE
REVIEW

VOCALION

- 3★ 5331 Ben Bernie LITTLE SHEPHERD OF MY DREAMS (FT VC) SIDE STREET TROUBADOUR (FT VC)
- 3★ 5332 Del Courtney MY ROSARY OF BROKEN DREAMS (FT VC) OH! WHAT A LOVELY DREAM (FT VC)

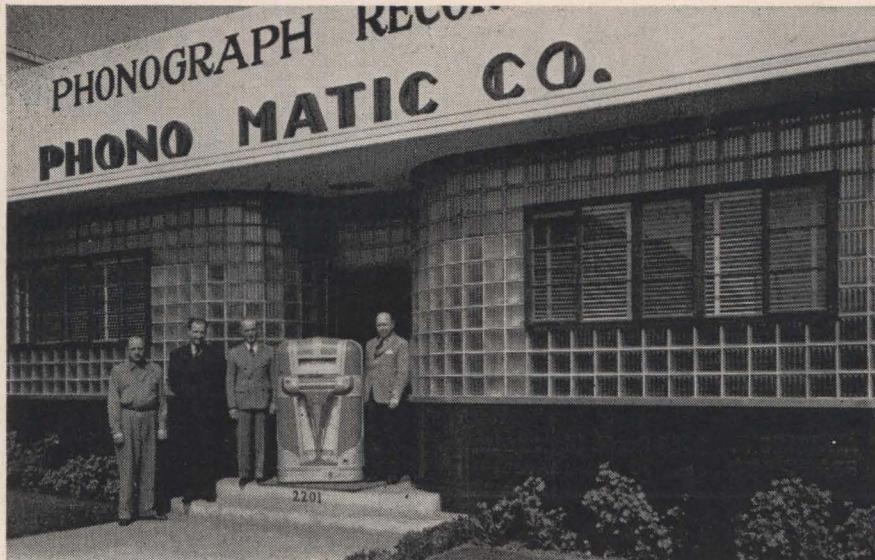
DECCA

**RECORD
HITS**

- 3024 Tumbling Tumbleweeds BING CROSBY with Orchestra
- 2997 The New Man Who Comes Around—FTVC TERRY SHAND AND HIS ORCHESTRA
- 2989 Tuxedo Junction—Instr. FT JAN SAVITT AND HIS ORCHESTRA
- 2948 Between 18th And 19th On Chestnut Street BING CROSBY and CONNIE BOSWELL
- 2931 Princess Poo-Poo-Ly Has Plenty Papaya—FT VC HARRY OWENS AND HIS HAWAIIANS
- 2821 Indian Summer—FT VC JAN SAVITT AND HIS ORCHESTRA
- 3013 Let's Have Another One THE ANDREWS SISTERS
- 2999 Just One More Chance BING CROSBY with Orchestra
- 2966 Memories Of You THE INK SPOTS
- 2920 She Had To Go And Lose It At The Astor—FT VC DICK ROBERTSON AND HIS ORCHESTRA
- 2479 Does Your Heart Beat For Me? RUSS MORGAN AND HIS ORCHESTRA
- 2998 I'm Too Romantic The Moon And The Willow Tree BING CROSBY with Orchestra

DECCA DISTRIBUTING CORP.

Los Angeles Seattle San Francisco Honolulu, T. H.
108 E. 17th St. 3131 Western Ave. 35 Stillman St. 1025 Alakea St.



Posed in front of Beverly Sales Corporation's imposing building in Los Angeles are Messrs. Walters, Glick and Friedman, of Beverly Sales, and Cal Brown, of Mills Sales. Photo was taken as Beverly signed for a distributorship on the Mills Phonograph line for 1940.

Carl Trippe Pushes Jiffy Sales

ST. LOUIS.—Carl Trippe, of Ideal Novelty Company, is saying it with Jiffy counter games for those ops that want an extra machine on their locations which will bring big, steady, additional profits.

According to Carl, "There is no other machine on the market like Daval's Jiffy for earning extra profits for operators who are covering a large number of spots and can take another few moments time to service another machine."

"One of the larger operators here has placed a large number of Jiffy machines and advises us that it takes but a few moments to service these machines."

"Because of his success and the success of other ops all over the country we are urging those men that want to earn real income from their locations to also place Jiffy counter games on each one of their spots."



ALL'S WELL FOR WURLITZER IN MINNEAPOLIS

M. G. Hammergren, Wurlitzer Sales Manager; Ted Bush, Acme Novelty Company, Wurlitzer Distributor, Minneapolis; and Bill Mossbarger, Wurlitzer District Manager for Minnesota and Wisconsin.

Execs. Visit Twin City Operators

MINNEAPOLIS.—Following National Wurlitzer Days and the introduction of the 1940 Wurlitzer Models, Mike Hammergren, Wurlitzer Sales Manager, and Bill Mossbarger, Wurlitzer District Manager, paid a flying call on Ted Bush of the Acme Novelty Company, Wurlitzer Distributors of Minneapolis. Purpose of their visit was twofold: To say "Hello" to Ted—to ask, "How goes it?" in Minneapolis.

Both greetings brought forth enthusiastic answers from Ted: "Things are going great guns for Wurlitzer in Minneapolis," he stated, "the introduction of the 1940 Models was the signal for plenty of activity for us."

According to Ted Bush, Wurlitzer Music Merchants in Minneapolis were unanimous in hailing "Wurlitzer's the Winner" and backed up their assertions with orders. "Naturally we expected improvements over the years," he states, "but we weren't looking for such an array as greeted us on the 1940 Wurlitzers. When you improve the appearance, tone, coin equipment and service set-up in one year—well, what Music Merchant could help but be enthused over the 1940 Wurlitzers?"

"Believe me they are and from what I understand Minneapolis is no exception. It looks like another Wurlitzer year from coast to coast."

ON HAND FOR IMMEDIATE DELIVERY

USED FREE PLAY GAMES

| | | | | | |
|--------------------|---------|----------------------|-------|-----------------------|-------|
| 2 Bangs, ea..... | \$35.00 | 10 Chubbies, ea..... | 12.50 | 2 Triple Threats, ea. | 39.50 |
| 2 Snooks, ea..... | 19.50 | 2 Paramounts, ea. | 7.50 | 2 Sky Rockets, ea. | 15.00 |
| 3 Davy Jones, ea. | 17.50 | 5 Sootems, ea... | 22.50 | 2 Hi Lites, ea..... | 20.00 |
| 4 Chevrons, ea.... | 22.50 | 2 Sports, ea..... | 45.00 | 2 Up 'n Up, ea..... | 22.50 |

NEW GAMES FOR IMMEDIATE DELIVERY

| | | | |
|---|---------|------------------|----------|
| BIG TOWN | \$94.50 | BIG LEAGUE | \$94.50 |
| FLAG SHIP | \$99.50 | HOME RUN | \$94.50 |
| LANCER | \$94.50 | SUPER SIX | \$102.50 |
| Keeney's ANTI-AIRCRAFT GUN..... | | | \$210.00 |
| 1 Groetchen METAL TYPER, sacrifice..... | | | \$170.00 |

USED BARGAINS

| | | | |
|-------------------------------|----------|-------------------------|-------|
| Bally Alley | \$159.50 | Roll-A-Score | 45.00 |
| Evans Ten Strike..... | 165.00 | Stephens Nine Ball..... | 22.50 |
| 1937 Wurlitzer Skee Ball..... | 110.00 | Bowlette | 27.50 |
| 1936 Wurlitzer Skee Ball..... | 60.00 | | |

We carry a complete line of new and used coin-operated equipment

THE BEST PLACE IN TOWN TO TRADE — WHAT HAVE YOU?
Write — Wire — Phone ROCHESTER 1421

SOUTHWESTERN VENDING MACHINE CO.
2835 WEST PICO, LOS ANGELES, CALIF.



Happy about the whole thing is Harold Moore, Atlanta, Georgia, who pauses for a picture after placing an order with E. I. Woodfin for a number of Rock-Ola Luxury Lightups.

ST. LOUIS

VARIOUS ASSOCIATIONS ELECT FOR '40 . . . FIRES CONTINUE . . . TWIN PHONOS USED FOR DANCE . . . LANSBAUM PURCHASES HOME . . . OPS MARRY

By Robert Latimer



With the advent of warmer weather in St. Louis during February, business is back at its normal key, operators of the city report, with more accent on tavern and location profits than was evident during the recent record cold spell here. Music men are busy with laying out new locations and checking the old with "spring in the air" as the guiding reason.

Fires are still bothering many operators in the territory. Latest among those to report losses from this source were Paul Kelley of Centralia, Illinois, and Fred Patterson, Mount Vernon, Illinois, both of whom lost a new phonograph in fires brought on by the cold snaps. Most peculiar accident of the year was reported from Chester, Illinois, where Charles Brown, southern Illinois Wurlitzer operator, saw two of his machines go floating away down the Mississippi when an ice floe tore a riverside tavern bodily from the shore.

Directors of the Associated Phonograph Owners of St. Louis' Association got together for a board meeting in late February to elect officers for the association, which now has a complete membership of 56 coin machine firms and operators of large routes. All officers are appointed by the board of directors succeeding the latter's election, and are thus an integral governing unit of more than ordinary efficiency. New officers are: John Clay Steward, president; John LaBan, vice president; Jack Beckman, treasurer; and Martin Balensiefer, re-elected secretary and "executive" manager in recognition of the fine job he turned in during 1939. The Association is putting up a unified front against all deleterious occurrences in the industry, and has strong support from all parts of its territory.

Lou Hormann is among the busiest operators in the city, in addition to his string of Wurlitzer phonographs, operating the famous Big Apple Tavern in the suburb of the city, and managing the Wurlitzer bowling team which plays weekly against some of the city's best keglers.

Vincent Sieve, whose unfortunate accident enroute to the Chicago Coin Machine Show was reported in the February issue of COIN MACHINE REVIEW is back in St. Louis swathed in bandages and a cast, which however, has not stopped him from going over the route in his automobile with a hired driver. He expresses his thanks to the many operators who sent cards and

condolences while in the hospital at Bloomington, Illinois, and the Associated Phonograph Operators' Association, which pitched in to protect his business interest while Vincent was hors de combat in Bloomington.

One of the most novel phonograph in-

stallations ever made in the middle west was a highlight in East St. Louis February 5th, when two new Wurlitzers were used in combination to broadcast dance music for more than 450 people in a ballroom in the Illinois city. Because of conditions under which it was impossible to procure a dance band, the hosts of the dance, which was held for employees of the packing industry, were caught with backs to the wall, until someone suggested amplified phonograph music as an adequate substitute. When contacts were made, it was found that amplifiers of sufficient scope were not to be had anywhere—all being tied up with various other celebrations going on simultaneously. Accordingly, the owners of the phonographs to be used spent several hours synchronizing two phonographs to play the same record at full blast at exactly the

Let's Get Down to BARE FACTS



You need Profit
Producing Equipment and
WE HAVE IT!

41
COIN
MACHINE
REVIEW

—What's New—

| | |
|----------------------|----------------------|
| Bally | Exhibit |
| TRIUMPH - - | LANCER - - - \$99.50 |
| Exhibit | Chicago Coin |
| FLAG SHIP - - | HOME RUN - - 99.50 |
| Genco | Genco |
| BIG LEAGUE - - 99.50 | BIG TOWN - - 99.50 |

—USED BETS—

| | | | |
|-----------|---------|------------|-------|
| Airport | \$34.00 | Hold Tight | 20.00 |
| Alps | 15.00 | Majors | 20.00 |
| Bangs | 35.00 | Side Kick | 17.50 |
| Chevron | 22.50 | Snooks | 19.50 |
| Chubbie | 12.50 | Spottem | 22.50 |
| Conquest | 57.50 | Up and Up | 22.50 |
| Follow Up | 39.50 | Ocean Park | 29.50 |

USED PHONOGRAPHS

1 Rock-Ola 12-record\$35.00 2 Mills Do-Re-Mi40.00

On Hand for Immediate Delivery
NEW WURLITZER 700, 800, 71, 41

Come In Today!

LONG BEACH COIN MACHINE CO.
1628 EAST ANAHEIM LONG BEACH, CALIF.

Phone: 722-64

MAC MOHR SAYS:
HEADS or TAILS

The newest counter game on the market today. Made by Daval . . . it's Outstanding; it's Different! Get one and you'll buy more.

SEE YOUR JOBBER

same time, spotting one at either end of the hall. Very little trouble materialized, and the dance was voted a huge success despite the nerves of the men in charge.

The second annual meeting of the Associated Phonograph Owners of St. Louis, with installation of new officers as the highlight, was held February 23rd in the offices of the St. Louis Decca branch, with Joseph Turner of Decca playing the role of host. An attendance prize of a new portable electric phonograph was won by Seymour Raiffe, a St. Louis service man with the Atlas Phonograph Company. New records and the 1940 plans of the Decca organization were "aired" for the boys. Outstanding among the talks delivered was an address by Dewey Godfrey, the Association's legal counsel, who spoke on "What Association Membership Means." Pointing out that Association cooperation means unified opinion and a more or less powerful stand against whatever problems develop in music operation. Godfrey pointed out that there is nothing mythical about the group—it is simply a group of men in the same business protecting their interests and working for the good of the whole. After the meeting, Turner served refreshments in the Decca office.

Fred Pollnow, midwestern phonograph tycoon, is sojourning in Florida until spring, and writes that the weather has improved.

Wilbur Bye, district salesmanager of the Wurlitzer company, was in St. Louis for a few days, visiting from headquarters in Tulsa, Oklahoma.

Walter Hartwig, one of this city's best known service men, has joined the staff at Martin Balensiefer's Wurlitzer headquarters at 1500 Market Street. Balensiefer has just completed a model service shop which is receiving plaudits of everyone in the industry—equipped with 100 A.C., 110 D.C. and 32-volt current for handling any type of equipment.

The pinball field, as is usual, was full of action during February. W. E. (Bill) Lucas, has been added to the sales staff at Carl Trippe's Ideal Novelty Company, and has begun calling on the ops in the interests of Rock-Ola phonographs. Rock-Ola is going very well into 1940, Trippe reports, with advance orders far ahead of last year. Most vitally concerned of all coin machines is Triumph, Bally's new game, which has been swamped with orders greatly in excess of the factory's delivery schedule. The new Scientific "Skee Jump" is another newcomer which made its debut auspiciously recently at Ideal's halls.

Cigarette men have finally dropped the fight against St. Louis' two-cent cigarette tax, which has been the subject matter of one of the hottest controversial fights the legislature has yet acted upon. A ruling upholding the constitutionality of the tax was passed by the supreme court near the first of the month, which signaled cessation of efforts by the cigarette merchandisers of the city.

New officers were elected by the Missouri Cigarette Service Association in February, for the first full-year program. They are: Abe Jeffers, president; Jerry Clancy, vice president; Richard Obergrenner, secretary; and Morris Roufa, treasurer. Membership remains the same, composed of the leading cigarette vendors of the city.

Danny Lansbaum, veteran owner of the G. J. L. Amusement Company, bought a new home in University City, Mo., during February, and celebrated with a housewarming for fellow operators. William Ofberman of East St. Louis was one of the visitors.

Phillip Brichera, pinball and phonograph operator, is vacationing in Old Mexico during the cold weather, for two months of touring the more picturesque cities and villages of Mexico. While there, he intends to get in some big game hunting.

Fires were not confined only to St. Louis and metropolitan districts, George Rowland, who recently moved to Poplar Bluff, Missouri, reports. A fire at Piedmont destroyed both the location and a new phonograph early last month.

"Red" Greer, southern Illinois' best-known pinball and phonograph operator, moved this month from DuBois to DuQuoin, Illinois, and has purchased a flaming red Mercury sedan to work his routes. The car, plus Red's brilliant hair, is becoming a trademark in the territory. Another new

operator who has gone into major scale operation in Illinois is Glen Leibig, of Mascoutah, Illinois.

Clarence Kynion, manager at Missouri Tavern Supply, Springfield, Missouri, was married recently, with Ideal Novelty Company as the background. Both are owned by Carl Trippe. Harley Morgan, St. Louis pinball operator who is noted for operating his route on a motorcycle, was married to his former secretary Feb. 20th at the St. Louis Master Baker's wedding-night program.

Subzero weather has been bad for Carl Trippe's roller rink in Maplewood, Mo., Trippe reported, but better weather has brought the skating jitterbugs back to the fold. Trippe is using the ring as the ideal place in which to spot his new Bally and Rock-Ola products for reception-testing. ♦

PHILADELPHIA

GOLDBERG APPOINTED ASSOCIATION INVESTIGATOR . . . BANQUET SET FOR MARCH 23 . . . NEW OFFICERS TO BE INSTALLED . . . KEYSTONE SENDS UNIQUE INVITES . . . CONTEST CLICKS

By Harry Bortnick

PHILADELPHIA — Expecting an increase in his family soon is Operator Sam Chadwin, a member of the Lerner clan. Sam is fervently hoping for a boy to help him carry on with his large route. They start them young in the Lerner family which is probably why they're such important operators.

Operator Joseph Sichel says he will probably enjoy his first vacation since entering the coin machine business when he leaves for an extended honeymoon following his marriage April 6.

The Florida sunshine has proven too enticing for another operator and so Paul Cooper will celebrate his wedding anniversary with a trip South. Others in the

local Association who will migrate to the Sunshine State are George Silverman and Herman Hoffrichter who was recently married.

New Sergeant at Arms of the Philadelphia Coin Machine Operators' Association is Oscar Spiegel, who for a long time assisted Eddie Richter in guarding the entrance during meetings.

As though the partnership of the Pasadena Novelty Company, consisting of four partners—Max Brown, Harry Mendelsohn, Nat Choderker and Al Roth—was not large enough, it seems that the organization will shortly be enlarged in order to take in two

(See PHILADELPHIA, page 48)



GREAT ARRAY OF BARGAINS

QUALITY RECONDITIONED MACHINES AT LOW PRICES
OFFERED BY AMERICA'S LARGEST DISTRIBUTOR

| | |
|--|----------|
| WURLITZER COUNTER MODEL 51 PHONOGRAPH—Marbleglo Finish.. | \$ 56.50 |
| JENNINGS' CIGAROLA MODEL XV..... | 97.50 |
| GROETCHEN METAL TYPER—Including Name Plates..... | 159.50 |
| MILLS' MODERNE SCALES..... | 29.50 |

PHONOGRAPHS

| | |
|--|----------|
| Seeburg Model A..... | \$ 29.50 |
| Seeburg Model B..... | 32.50 |
| Seeburg Model H (Multi-selective)..... | 49.50 |
| Seeburg K15 | 69.50 |
| Seeburg K20 | 99.50 |
| Seeburg Rex | 109.50 |
| Seeburg Royale | 119.50 |
| Seeburg Gem | 149.50 |
| Seeburg Regal | 169.50 |
| Seeburg Casino | 159.50 |
| Seeburg Plaza | 179.50 |
| Wurlitzer 1/2 | 37.50 |
| Wurlitzer 412 | 49.50 |
| Wurlitzer 616 | 79.50 |
| Wurlitzer 24 | 132.50 |
| Rock-Ola Regular..... | 32.50 |
| Rock-Ola Imperial 20..... | 49.50 |
| Rock-Ola Monarch (20 Record 1938).... | 124.50 |
| Mills DanceMaster | 17.50 |

TERMS: 1/3 deposit, balance C.O.D.

Beautiful Illuminated Grille
Installed.....\$9.00 Extra
Title Strips.....40¢ per 2000 strips

PAYTABLES

| | |
|-----------------------|----------|
| Sport Page | \$ 64.50 |
| Grandstand | 94.50 |
| Pacemaker | 110.00 |
| Hawthorne | 79.50 |
| Dead Heat | 89.50 |
| Stoner's Zipper | 24.50 |

COUNTER GAMES

| | |
|--------------------------|----------|
| Deuces Wild | \$ 10.50 |
| Joker Wild | 10.50 |
| Lucky Pack | 12.50 |
| Tally | 7.50 |
| ABT Target Model F | 14.50 |
| ABT Challenger | 16.50 |

CABLE ADDRESS: ATNOVCO

ATLAS NOVELTY CO.

THE HOUSE OF FRIENDLY AND PERSONAL SERVICE
2200 N. WESTERN AVE.
CHICAGO, ILLINOIS

VENATORS...

Monkey Boosts Vendor Sales

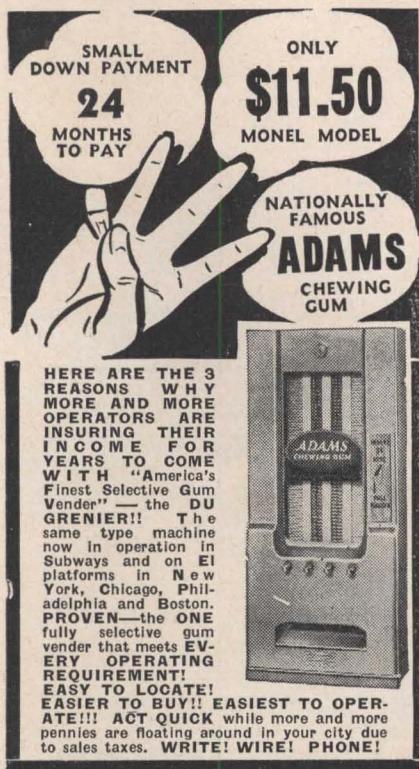
KANSAS CITY (RC)—John Corse of Wellington, Mo., has produced the best sales stimulator for peanut vendors that has come to light in recent weeks. In fact, Johnnie's business getter is doing such a good job in a Wellington filling station that installation of two peanut vendors has been forced on him to take care of the demand. The sales stimulator is a young monkey, owned by the station attendant, and John says, it is the most popular attraction for the children in the town. These children save their pennies to buy peanuts to feed the "monk". John admits that he is seriously considering offering similar sales boosters to other of his locations who will accept them. ♦

Profits High in Pellet Vending

CHICAGO—"Twenty eight cents returns \$4.50 when vending Pellets" declared H. F. Burt, of Automatic Games, in commenting on the steady swing to pellet vending amongst vending machine operators.

"Once the operators found that such a large profit was possible in an item that sells rapidly it didn't take them long to place their orders for our King, Jr., a machine designed especially for this lucrative vending.

"Besides being just what the doctor ordered for pellet vending the King, Jr. can be changed to vend candy, peanuts or ball gum for just a few cents." ♦



G.V. CORP.
655·FIFTH AVE., NEW YORK

Cig. Firm Tests Tax Legality

PHILADELPHIA.—Stephano Brothers, manufacturer of Marvel cigarettes, has challenged the validity of Pennsylvania's two-cents-per-pack tax on cigarettes, which has been the source of ten million dollars in revenue to the state. The Stephano suit is based on the fact that the law was passed as an emergency measure for relief purposes.

Attorneys for the state maintain that if the cigarette firm wins the state may be required to refund all money collected under the two cent levy. ♦

Victor Vending Building New Modern Factory

CHICAGO—Final plans for the construction of a new and modern factory and offices for the Victor Vending Corporation have been approved, according to Harold Schaeff, president of the firm, and work is scheduled to get under way immediately.

The new plant will be located at 5711 West Grand Avenue and it is expected that the new plant will be ready for occupancy the latter part of April.

"Facilities at our present plant are taxed to capacity," Schaeff stated. "It became evident several months ago that a new plant would be necessary to keep pace with the increasing number of orders which we are receiving daily."

As soon as the firm is settled in its new quarters a gala opening party will be held for distributors and clients of the company. ♦

"What a blessing it would be," warbles a cheer-up merchant, "if we could forget all about income tax."

And how much bigger a blessing if we could get the income tax man to.

Adams Gum Machines Selling Country Over

NEW YORK—"Sales of Adams Gum Machines," executives of the G. V. Corporation report, "are booming clear across the country.

"Operators everywhere," according to the firm, "are buying the Adams Gum Machine in larger and larger quantity every day." The men have learned, one of the firm's executives states, "that this great machine manufactured exclusively for us by Arthur H. DuGrenier, Inc., is one of the best gum salesmen in the history of the coin machine business.

"The machine not only is immediately acceptable to every location because of its beautifully impressive appearance, but also because it vends the nationally recognized and advertised Adams gums.

"Operators report to us that the Adams Gum Machine is a sure overhead payer. Whenever an operator has a location he finds that by placing the Adams Gum Machine there he assures himself of paying his servicing overhead. Adams Gum sales are increasing every day. They are backed by one of the largest and best advertising campaigns. Furthermore, the public loves Adams gums as yearly increasing sales prove." ♦

MAC MOHR SAYS: HEADS or TAILS

The newest counter game on the market today. Made by Daval . . . it's Outstanding; it's Different! Get one and you'll buy more.

SEE YOUR JOBBER

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COIN
MACHINE
REVIEW

a Profit Veteran

That's what the MASTER is rapidly becoming, for year in and year out it has consistently been a steady profit maker for operators everywhere.

Expertly built by master craftsmen, here is a machine that is headache free . . . a machine that will stand up on your toughest location and come through with banners flying.

Get the MASTER story today!

For further details and prices ask

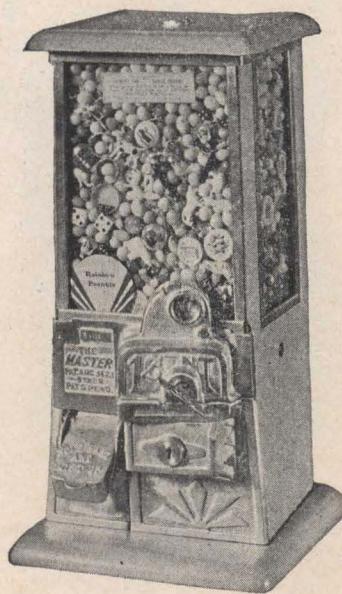
M. BRODIE CO.

2180 Pacific Ave. Long Beach, Calif.

VIKING SPECIALTY CO.
530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

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Master Novelty
PENNY PLAY

NATIONAL CIGARETTE & CANDY

VENDING MACHINES

E. C. McNeil, Inc.

Western Sales Representatives
NATIONAL VENDORS, INC. ST. LOUIS, MO.

For Sales or Service 'Phone or Write Your Nearest Office

Branch Office
2702 31st Ave. S.
Phone: Rainier 4493
SEATTLE, WASH.

Pacific Coast Headquarters
713 South Westmoreland
Phone: FEderal 4055
LOS ANGELES, CAL.

Branch Office
1004 East 12th St.
Phone: TEmpibar 4841
OAKLAND, CALIF.



Glenn-Rowe Expands to New Quarters

SAN FRANCISCO—Jack Glenn, head of Glenn-Rowe Cigarette Service, gave testimony this month as to his thoughts concerning the future of the cigarette vending business by moving to new and elaborate quarters at 1675 Pacific Avenue and ex-

pending in excess of \$10,000.00 to make the new place the outstanding cigarette vending machine headquarters on the coast.

Believing that the surface hasn't even been scratched in the cigarette field and that intelligent organization can take care of the headaches in this business just as in any other business, Glenn, aided by his general manager Barr Williams, has developed a spot that is the envy of bay district operators and soon will be accepted as the pattern for operators the country over.

In the new Glenn-Rowe quarters provision is made for every branch of the business. Service men drive right into the place and all loading, unloading and checking is done inside. Offices are located on the second floor mezzanine and everything is modern and up-to-date.

In the shop general storage facilities are especially well handled with cigarette stocks in one part of the building and matches, because of the fire hazard, stored separately in another portion of the building. Ample facilities are provided for taking complete care of machines coming in off location. A paint shop is prominent in the set up and every machine is thoroughly checked mechanically and given a bath from top to bottom before it is again permitted to leave the establishment.

Just recently E. C. McNeil, western representative for National Vendors, Inc., visited Glenn-Rowe and after surveying the new set-up proclaimed it the finest cigarette vending machine headquarters in the west.

Jack Glenn has been in the cigarette vending machine business for over twelve years and presently operates in excess of 3000 machines in the bay district. This expansion move on his part speaks well for his thoughts concerning the future of the cigarette vending machine business. ♦

cers for the year 1940 were elected. Mr. John Sharenow of the New Jersey C.M.A. was elected President; Mr. William King of the C.M.A. of Pennsylvania, Vice-President; Mr. Edward Beresth of the C.M.A. of Connecticut, Treasurer; Mr. Robert K. Hawthorne of the New York C.M.A., Secretary. Chairman of the Board of Directors was Mr. Anthony J. Masone, former President of the Inter-State Association; Mr. Edward J. Dingley, President of the C.M.A. of Pennsylvania, and Mr. Alfred Sharenow, of the New England C.M.A., were also elected as members of the Board of Directors. James V. Cherry, Executive Secretary of the New Jersey C.M.A., was elected Recorder, succeeding himself in a position which he filled temporarily for the last half of 1939. ♦

"Silver Kings"



Rugged Simplicity—
Distinctive Design—
Lowest Prices—
On sale at leading jobbers
or

AUTOMATIC GAMES
2425 Fullerton Chicago

C.M.A. Elects 1940 Officers

NEWARK—At the last meeting of the Inter-State C.M.A. which was held at the Hotel Douglas in Newark, New Jersey on the afternoon of February 11, 1940, following the Third Annual Banquet of the New Jersey C.M.A. at that hotel, the offi-

Grandbois Furnishes Necessary Labels

KALAMAZOO—In compliance with the new Food and Drug Act which requires that cartons and containers of food products be labeled as to content, the U. G. Grandbois Company, manufacturers of high grade ball gum, has labels available for gum vending machines. These labels state that the gum was manufactured by this concern and contains both natural and imitation colors and flavors.

The globes can be washed in water without marring the labels. They are furnished without charge for machines vending Grandbois gum and the U. G. Grandbois Company, Kalamazoo, Michigan, will be glad to send them to any operator along with his order for ball gum. ♦

MAC MOHR SAYS:
Coming Soon!
Exhibit's
Baseball Game

The peer of all baseball games.
SEE YOUR JOBBER

Attention . . . VENDING MACHINE OPERATORS
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
5/8" Ball Gum Will vend in any peanut vending machine
3/4" Ball Gum also premium ball gum
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

Western Vending Machine Operators' Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Flitzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

Meeting February 27th

A Special Meeting was held February 27th and notices were mailed to approximately 900 operators in this area. The purpose of the meeting was set out in the notice. The response was disappointing as only a small percentage of the operators attended.

The entire meeting was devoted to devising plans for correcting the present sales tax legislation on candy bars and other confections sold in vending machines. Attorneys have advised that in their opinion this condition can be remedied if sufficient support can be had. Several of the larger operators were present and pledged their financial, as well as moral, support.

Everyone present agreed that every effort should be made to secure a favorable decision on this matter which is of such vital interest. Operators in other parts of the State are being contacted so that a State-wide unity of effort may be made.

All operators are urged to get in touch with J. H. Scott, 1928 Montrose, Los Angeles, Telephone Flitzroy 5369, for further details. DO IT NOW. Don't let the other fellow fight your battle. Your support is needed.

J. C. SMUCK

Daval Machines Score With Minny Ops

MINNEAPOLIS.—Ted Bush of Acme Novelty Company, this city, is featuring the new counter games of the Daval Company, Jiffy and Ex-Ray, to the trade here.

According to Ted, "We have found that both of these games are proving amazingly swell moneymakers and feel that everyone of the operators should have them on location.

"One beautiful thing about these counter games is that the average op can place them right on his present locations and not waste any precious time in servicing them.

"Both machines have unusually large cash boxes and also the best mechanism we have ever yet found in any counter games. These features plus the fact that they have large ball gum displays makes them unusually valuable to every op." ♦



Walter Reed, Service Manager of the Rudolph Wurlitzer Company, and Mr. and Mrs. George B. Fairchild, of the Fairmore Music Company, Reading, Pennsylvania, speak into the microphone at the Permo Point Suite during the recent convention. Note the clever Permo Point miniature straw hats which proved so popular on the convention floors.

Extra Plant Added For Skee-Ball-Ette

CHICAGO.—“Based upon the overwhelming reception at our private preview during and following the show,” said officials at D. Gottlieb & Company, “Skee-Ball-Ette will definitely be the outstanding advancement of the industry for 1940. Even though the game has just been officially announced, an avalanche of orders already received makes it necessary to arrange for unprecedented production, calculated to break all records. We have taken over an additional factory of more than 20,000 square feet of floor space, which is now completely equipped. Hundreds of extra help are being put to work, and both plants will operate at top capacity 24 hours a day to meet the tremendous demand.”

“It's the old story with a fresh slant,” said Dave Gottlieb, president of the company. “Make a machine so good, and the world will find out somehow and make a beaten path to your door to get it. As a result of the reports from test locations on Skee-Ball-Ette, which have grapevined

through the trade, we've been deluged with orders. In the tests, the game has not only borne out our own expectations, as well as those of our distributors, but it has proved so sensational that we've had to arrange immediately for production at a rate heretofore unknown. Skee-Ball-Ette has everything operators have dreamed about. From start to finish, it's an unparalleled hit success that meets with instant approval wherever it goes—from players, locations, operators and the trade. It is becoming the industry's ‘best seller’.” ♦

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**COIN
MACHINE
REVIEW**

Mutoscope Pleased With Voice-O-Graph Reception

NEW YORK.—“It's Voice-O-Graph for voice appeal,” according to Earl Winters of International Mutoscope Reel Company, Inc., who is tremendously enthused over the great reception this new, ingenious product of the firm is getting everywhere in the country.

“I think,” Earl stated, “that there is no better slogan we could use than ‘Voice-O-Graph for voice appeal’. It's one reason why so many of these machines will be finding locations that operators never before ventured into. One of our operators, who has a large number of Photomatics operating at this time, told us that he had already made arrangements with two colleges in his part of the country and that the instructors of Vocal expression in these schools were tremendously impressed with Voice-O-Graph.

“Radio is one of our greatest boosters. People listening to the radio have become voice conscious and want to hear just how their own voices sound. And this is only the beginning. Anyone away from home gets a terrific thrill sending back a record to the folks and letting them hear him describe the trip he has just made and what he has seen. Every scenic spot in America, from the national parks to the smaller amusement parks will be featuring Voice-O-Graph.”

The decrepit old car drove up to the toll bridge.

“Fifty cents,” cried the gateman.
“Sold,” replied the driver. ♦



Part of the throng of Music Merchants attending the Wurlitzer showings during Wurlitzer Days and the Coin Machine Show in the showrooms of the Chicago Simplex Distributing Company.



HEART OF AMERICA

1940 PICTURE DIFFERS . . . BOOM PERIOD BELIEVED AHEAD . . . HOELZEL GETS WIDE PUBLICITY ON SHOWING . . . CRUMMETT SPORTS FLORIDA TAN . . . OPS LICK ORDINANCE IN COLUMBUS, KANS.

By B. K. Anderson

KANSAS CITY Mo. (RC)—It is now (the middle of March) that the Missouri Valley coin machine operator's year really begins. After the holiday rush and Chicago Show are out of the way, January and February usually offer little in the way of expansion or noteworthy news. But it is between the 15th of March and the 1st of April that operators really begin to get busy.

A quick survey of what the coin machine 1940 year looks like shows a much different picture than at this time last year. For example:

At Hamilton Enterprises a re-organization is under way. "Doc" Hamilton, probably one of the best known members of the industry in this locality, has again been forced by ill health to give up business interests. He and his family have moved to Richmond, Missouri, where he is again under doctor's care.

The names, Western Distributing Company and Great States Manufacturing Company no longer appear on the active list, although the owners of each indicate that

they do not intend to permanently desert coin machine ranks.

Johnnie Johns, manager of the Cigarette Service Company has been away from Kansas City for several months. Business down Texas way is voiced as the cause and Russell Thomas is taking his place as Cigarette Service's manager.

Before leaving Kansas City, Johnnie sold his automatic music business to one of Kansas City, Kansas' oldest operating firms, Higgins and McCarthy, which company now looms as a major contender for automatic music leadership on the west bank of the Kaw.

At Peerless all of the smaller items that this company was manufacturing and marketing, not so many months back, have been replaced by this firm's new line of beverage and dairy product vendors. L. A. Mergen, Peerless' sales manager, says, "Soft drink bottlers and dairies have discovered the advantages of automatic merchandising and we've had our hands full in recent weeks keeping up with their demands."

At both Central Distributing Company and the United Amusement Company, larger equipment is getting all the show, with automatic music definitely the big leader. Remote control target units are in second place and similar equipment follows in line.

Harry Brown, a leading Kansas music operator, admitted to this correspondent recently that purchases, which he was making at the time, were in anticipation of increased 1940 music profits on his Sunflower State locations. He said, "As usual, January and February have been slow. A lot of this can be traced to the fact that men who work on the outside, such as builders, haven't been drawing their regular checks because the weather has been so bad they couldn't work. But now that the ice and snow are melting off, machines are getting a better play and all indications are that we'll do better this year than last. It all comes down to the fact that our machines have been out long enough now that people are getting in the habit of playing them. Not so long back it was more the novelty of the thing and they were occasional customers. Now they're regulars. So, we expect a banner year."

One of the most widely publicized coin events ever to take place in this vicinity was the United Amusement Company's Open House Showing of the 1940 Rock-Olas. Manager Carl Hoelzel estimates that almost 500 operators attended. The program consisted of refreshments, entertainment, and discussion of the new models by factory representatives.

Headlining the entertainment was Rock-Ola's Strike-On-the-Band Majorette. City-wide attention was attracted to automatic music by newspaper pictures and stories which described the girl as "Chicago's prettiest model" and showed her conducting orchestras in Kansas City's leading hotels.

According to Carl, this special show was more than a success in that all 1940 model Rock-Olas, which he has been able to have shipped into Kansas City to date, have not spent the night in his building in that they were already ordered by operators for immediate delivery. United has also continued its face lifting program and with the completion of the new offices and stock rooms presents a very modernistic and attractive appearance.

Finley Mason at Central Distributing Company announces the largest single sale of automatic music boxes on the 1940 records of this vicinity: 100 new Wurlitzers to the Consolidated Amusement Service Company of Kansas City. The sale was for immediate delivery and according to Mason is an example of what operators of music are anticipating in the coming months.

Business on new models has been very good. Operators, in the past few months, have shown a strong tendency to buy in larger lots, which has always been the forerunner of a boom season. When they anticipate their market, as they are now

Bally Bull's Eye **Here 'Tis** Bally Alley

TRIUMPH

WRITE WIRE 'PHONE

AT LAST! WHAT YOU'VE BEEN WAITING FOR.

EARN 5c TO 25c EXTRA PROFIT PER GAME.

We Heartily Recommend This One!

We Meet or Beat Any Advertised Los Angeles Prices
on New or Used Games

NEW GAMES ARRIVING DAILY!

Before Buying Elsewhere Get Our Prices

PAUL A. LAYMON

Distributor and Jobber of Quality Coin Operated Machines
1503 W. PICO STREET LOS ANGELES, CALIF.

MAC MOHR SAYS:
Coming Soon!
Exhibit's
Baseball Game

The peer of all baseball games.
SEE YOUR JOBBER

Groetchen's MOTORIZED MERCURY

DO YOU KNOW Our DISCREET MODEL?

For the last 14 months, smart operators have been opening territory with the discreet model MERCURY which pays the reward token onto a shelf, inside the cabinet. Location can see the value of the token, pays award to player and then pushes plunger which deposits token inside of cash Box.

At collection time, there is in addition to cash a complete record of all payouts made by location.

May we suggest that you order a sample of MOTORIZED MERCURY, either Discreet or Payout Model. You will be pleasantly surprised at its substantial earnings.

Remember — Clock motors give Mercury a constant speed and uniform stopping action.

Your Jobber has Mercury in stock, write us for name of Jobber nearest to you.



GROETCHEN TOOL CO., 124 No. Union St., Chicago, Ill.

doing, you can be sure that every indication around their locations strengthens this conviction," he says.

Much of the credit for the increase in the size of the orders coming to the distributors is the temporary settlement of the issue involving the \$2000 bond required by the State of Missouri of all tavern keepers. For a time, early in the year, tavern keepers were more or less worried because it was believed cost of this bond would cut too great a slice out of their earnings. But the tavern owners have been able to work out a relatively inexpensive new arrangement that has sidetracked this worry for the present and thus music ops have been able to go ahead without fear that their locations will be closed on them. A late February survey indicates that fewer taverns have closed in the first months of 1940 than in the same period of 1939.

Tim Crummett has returned from Florida with a deep tan that is gaining for him the envy of every local operator. He spent his entire vacation lying on Miami's beach getting that deep brown, he says, and returned from Florida via New Orleans. Operators in the South are operating just about the same equipment as can be seen on Kansas City locations and are finishing their boom season, he reports.

Milton Bartles, formerly in the Kansas City office of Central Distributing, is now on the road for this firm in the Missouri-Kansas territory.

A new coin machine distributing firm in Kansas City is the Standard Equipment Company, located at 207A Westport Road. It is headed by Rudolph "Rudy" Greenbaum, who was formerly connected with Pop-O-Matic in this territory. The firm is featuring the Buckley and Keeney lines.

Reports from Columbus, Kansas, bring word that a temporary injunction has been granted by the Cherokee County District Court restraining city officials from interfering with the operation of a music box in a cafe location there. The city has an ordinance which prohibits the playing of music boxes in certain residential sections of the city after 9:30 at night. The cafe owner charged that the ordinance was "discriminatory and unconstitutional". ♦

Sky Pilot Deliveries Being Made

CHICAGO.—Harry Hoppe, Vice-President of the Baker Novelty Company, announces that after a long rigid test on several locations, Baker's anti-aircraft gun "Sky Pilot" has now been put in production and delivery is being made to the many buyers who placed their orders at the recent Coin Machine show.

Baker's "Sky Pilot" is adaptable to any location. Its mechanism is simple and self contained in a beautiful solid walnut cabinet. It is novel inasmuch as there are no installation annoyances. Just set it on location and plug in and it is ready to operate.

Hoppe further states that "Sky Pilot" has created "Umph" in an anti-aircraft gun. It provides all the thrill of shooting a real machine gun at an aeroplane in motion which burst into flames with each hit made.

The 250 shots for five cents is a great come-on and the hits are registered on a separate register. The game is equipped with sound effects which is adjustable and can be varied to suit any atmosphere. ♦

Heads or Tails Sales Big

CHICAGO—Al. S. Douglas of The Daval Co., Inc., reported today, "Our new counter game, Heads or Tails, has outstripped all of our other games in sales so far. It seems to us from the way that orders are pouring in from all parts of the country that the game is taking hold and that the players find it one of the most interesting games they have ever had the pleasure of playing.

"We found this to be very true when we attended the opening of the gorgeous new headquarters of Sicking, Inc., in Cincinnati this past week. Ops and jobbers that were present there all informed us that they believed Heads or Tails would be one of the biggest money getters that we ever developed. The orders we took there convinced us that the game is leading in this state and is leading now in almost every other state where the ops are using counter games in quantity." ♦

Sandy: "That fellow MacTavish has betrayed the Scotch."

Andy—"In what way?"

Sandy: "He perspires freely." ♦

MAC MOHR SAYS: LANCER

By EXHIBIT

Free Play, High Score Novelty Game. Take my word for it . . . it's TOPS!

SEE YOUR JOBBER

PHILADELPHIA

(Continued from page 42)

new members, for both Brown and Mendelsohn expect images in May. A local columnist mentioned that if there is such a thing as carrying partnership too far they've done it.

With a complete and capable staff to handle his new quarters, Artie Pockrass' Universal Amusement Company is now doing a thriving business remodeling old and antiquated phonographs. Members of the staff include Office Manager, Edna Weinstein; Cosmopolitan district manager, Stanley Bear; Suburban manager, Leonard Rappaport, while Cecil Gilbert is Maintenance manager.

Recently appointed investigator for the Philadelphia Coin Machine Operators' Association is Jules H. Goldberg, well known to the industry. In his new capacity Goldberg will check over any grievances arising between members regarding locations and report his findings to the proper committee. He will also contact locations in behalf of members and aid in building good-will between operators and location owners.

The date of the annual banquet and dance of the Philadelphia Coin Machine Operators' Association will be Saturday evening, March 23. Affair will be at the exclusive Penn A.C. where an important orchestra will play for the several hundred couples who are expected to attend.

Banquet chairman and entertainment committee head is Nathan Choderker who promised to outdo his previous efforts in providing the best in food and entertainment for the 1940 banquet. Working with Choderker are: Sam Lerner, co-chairman of the committee; Oscar Spiegel, Frank Urban, Irving Newman, Eddie Richter, Ben Hankin and Frank Engel. All have experience in conducting similar affairs and so with such a group the Philadelphia Coin Machine Operators' Association banquet should be assured of plenty of everything.

Most recent experience in providing plenty of food and entertainment to a large group of operators was by Frank Engel and Mike Spector, executives of the Automatic Amusement Company who threw a gala party to mark the opening of their new

quarters at 919-21 No. Broad Street on Sunday, February 11.

Best wishes for a quick recovery are being extended to popular Myer Frank by his numerous friends in the local industry. Although Frank left for Florida in order to rest and forget business, he assured the operators that he would be back in Philly in sufficient time for the banquet.

Merging of routes between Mike Spector and Phil Driben was reported completed during the week.

Mike Scherder has moved into his new home at 404 East Montana St. to which he invites his friends. The residence is supposed to be really a showplace.

Who is the flame Bill Rodstein, hand-some young Treasurer of the Philadelphia Coin Machine Operators' Association, rates so highly that he makes daily phone calls to Chicago. It must be love for the lucky girl who is supposed to be coming East especially for the Coin Machine banquet at which she will be Bill's guest.

At the banquet new officers will be officially inducted with proper ceremonies. They include Marty Mitnick, who will serve his fifth consecutive term as President, and Sam Pinkowitz who succeeds Frank Engel in the post of Vice President. Jack Brandt retains his position as Secretary. New Financial Secretary is Al Cohen who succeeds Ben Hankin after barely defeating popular Al Rodstein. New Board Members are: Lou Sussman, Sam Stern, Morris Stein, Frank Engel, Robert Stein and Al Rodstein. Grievance Committee Chairman is Robert Stein.

The Keystone Vending Company, local Rock-Ola phonograph distributor as well as distributor for the Bally Coca-Cola Vendor, sent operators a unique invitation to the opening of their new offices at 1423-25 Spring Garden Street. Each operator in Philadelphia received a homing pigeon with a message attached to its leg and the invitation instructed him to release the pigeon at a specified hour when their acceptance would be flown directly to the home of Sam Stern, Keystone Vending Company proprietor, by the coining birds.

Annual banquet of the Phonograph Op-

erators' Association of Eastern Pennsylvania and New Jersey will probably be held some time in April. No definite date has yet been set, according to Business Manager Frank Hammond.

Several representatives of the Eastern Pennsylvania Phonograph organization will attend the banquet of the Maryland Phonograph Operators when they hold their annual dinner-dance at the Southern Hotel on March 19.

Operator Bill Oelschlegel has retired from the phonograph business after selling various sections of his route to Association members.

New members of the various branches of the Phonograph Operators' Association are: Rulon Bros., West Chester, Pa.; Thomas H. Evans, Marcus Hook, Harold Rupert, Palo Alto, Pa.; William Humiecki, Roy Hartman, Allentown, Pa.; Boyer Bros., Reading, Pa.

The local branch of the Phonograph Operators' Association is conducting a unique contest which is expected to stimulate the flow of nickels into the phonos of participating members. The contest which is called the "Guess the Title" contest has each operator place a special record on all of his phonographs, the name of which is concealed. Then when the patron plays the record and offers his guess as to the name, he signs a slip of paper and submits it to the location owner. Various cash prizes for the best and closest guesses are offered by the Association.

By placing posters publicizing the contest on all locations in the city the "Guess the Title" contest has helped operators increase their collections from phonos. In addition other advertising and publicity methods are used to publicize the contest. ♦

COLUMBUS VENDORS MAKE MORE MONEY

Write today for FREE illustrated, color folder describing the "Columbus" Vendors and other new and used machines.

RAKE 3R SOUTH 22nd STREET
PHILADELPHIA, PENNA.

ATTENTION!

WEST COAST OPERATORS ESPECIALLY! Special! Legal Equipment!

SEEBURG CHICKEN SAM—RAY GUN, CONSOLE MODEL, NEW APPEARING, MECHANICALLY PERFECT **\$154.50**

EVANS TEN STRIKE.
LIMITED QUANTITY **\$154.50**

SEEBURG HOCKEY, 1c OR 5c COIN CHUTE.
PROVEN MONEY EARNER..... **\$32.50**

ROCK-OLA WORLD SERIES,
COMPLETELY RECONDITIONED **\$59.50**

The Largest Selection of Coin Operated Games in the World — Legal Equipment — Consoles — Phonographs — Automatic Payouts — Free Play Novelty Games — Counter Games — Bumper Bowling Games — One Third Deposit — Balance C.O.D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVENUE
CHICAGO, ILL.

TOTALIZER COUNTER SKILL GAME

5 ball 1c

The FASTEST money making counter game ever originated. Equipped with clever score "adder-upper" that works like magic. Guaranteed mechanically perfect. Operators have flooded us with orders.

TAKE OUR TIP!
ORDER NOW!!
IMMEDIATE
DELIVERY!

ONLY
\$19.50
5 OR MORE
\$17.50 EACH



D. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.

Recordall Enters Wired Music Field

LOS ANGELES—The engineers of Recordall, manufacturers of electrical recording equipment, with the assistance of C. H. Rueberg, who was with the Bell Telephone Company 20 years as technical engineer, have, after two years research and experimentation, perfected a sensational device known as Magic Voice. They have perfected and patented a mechanism having an open circuit so constructed as to operate over any telephone company's wires. Magic Voice operates from a central station out to units of 5, 10, 15 or more locations with only one girl operator. It's possible to talk back and forth from location to girl in control room even while music is playing.

M. H. Stearns, sales head of Magic Voice, tells us it's also possible to record and play back immediately, a person's voice, songs, greetings, speeches, wedding or birthday party celebrations, banquets, etc. This opens up a new source of revenue never possible in this field before. The charges are deposited in coin slots the same as for a record selection. The operator can get things started by dedicating a selection to any name she may hear mentioned as she can hear everything going on at any location she chooses to listen in on. Stearns points out the big savings on records alone, which is a large factor in favor of wired music. Records are never discarded but kept in stock so that at customers' requests old favorites can be played. Magic Voice has specially designed beautiful cabinets which harmonize with any color scheme simply by using different colored bulbs. ♦

Wolf Sales Co. Expands Again

SAN FRANCISCO—Forced out of their present quarters because of a sizeable increase in business, the Wolf Sales Company, Inc., announced the first of the month their removal to new and much larger quarters at 701-709 Golden Gate Avenue.

A year ago the firm moved to larger quarters and felt that the new spot was sufficiently large to care for their business for some little time. Calculations were wrong and now in the new address Wolf Sales has 12,000 square feet of floor space and an increased sales force.

Wolf Reiwick, head of the company, announces that his two sons, Al A. and A. "Chick" Reiwick, have joined him in Wolf Sales. Both boys are college graduates and have hopes of building the business still bigger. In the near future it is planned to open one of the largest stores for Coin-Operated Games on the west coast.

A gala opening celebration will be announced as soon as the firm is settled in its new home. ♦

CMI Elects Officers At Annual Meet

CHICAGO—At the annual meeting of Coin Machine Industries, Inc., held March 5th at the Hotel Sherman, the following officers and directors were elected for the ensuing year: David Gottlieb, president; R. W. Hood, vice-president; George Moloney, treasurer; Richard Groetchen, Walter A. Tratsch, David C. Rockola and A. E. Gebert, additional members of the Board of Directors.

James A. Gilmore was re-appointed secretary-manager for another year. ♦



On January 8, 9, 10 the Wal-Bil Novelty Company, Wurlitzer distributors for St. Louis, played host to a steady stream of visiting Music Merchants inspecting the new 1940 models. According to General Manager Pete Brandt, both enthusiasm and orders ran high.

Daval Uses Unique Salesmanship

CHICAGO.—Al S. Douglis, president of the Daval Company, Inc., is using a unique sales method to get over the features of his revolutionary "Heads or Tails" counter game to all who call at the offices of the firm. As Al explains, "Instead of telling them how great a machine Heads or Tails is and all that we know about the profits it has been earning on locations everywhere in the country, we simply hand the visitor a handful of coins and tell him to play the game.

"It's never failed yet. Within two min-

utes he is so enwrapped in the machine, so anxious to beat it, and so full of suspense at each spin of the reels, that he forgets just what it was he came to see us about and only concentrates on 'beating' the game.

"This is just what is happening on locations all over the country. The players are forgetting themselves in their eagerness to outsmart Heads or Tails. They match their own coin. They can place it into the machine to show either heads or tails when it appears in the front glass, then they spin the reels, and bingo—all reels come tails with a 20 to 1 winner and here they chose heads." ♦

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COIN
MACHINE
REVIEW

There Must Be a Reason . . . why WOLF SALES CO., Inc.

grows, so we say . . .

Thank you, friends,

for your patronage and assistance in helping us expand so rapidly. We have again outgrown our headquarters! We are moving once more to larger quarters at

701-709 GOLDEN GATE AVENUE.
SAN FRANCISCO, CALIF.

With about 12,000 square feet of floor space and an increased sales force, we plan to take care of our many friends. Please watch for announcement of gala opening.

Triumph Wins National Praise

CHICAGO.—Its "Triumph Time" across the country, declared officials of the Bally Manufacturing Company in commenting on the tremendous shipments of Triumph leaving the plant daily.

Operators throughout the country are clamoring for early deliveries and the factory is working double shifts to try and take care of the demand.

Up in St. Paul the uptrend of sales volume, reported recently by Herman Paster of Mayflower Novelty Company, is picking up speed. "In fact," says Sam Taran, head of the firm, "the word 'trend' is putting it rather mildly—especially since northwest operators have got a line on the earnings of Bally's Triumph."

In Cincinnati "It looks like another grand opening," states Bill Marmer, in referring to the crowd of operators in the new Sicking, Inc., headquarters awaiting the arrival of a shipment of Bally Triumphs.

Down in Birmingham Charlie Casmus, head of Mint Vending, and Alabama distributor for Bally, added his praise and that of southern operators by buying Triumphs by the carload.

In Fayetteville Joe Calcutt, head of Vending Machine Company, is conducting a "Clear-the-Decks-For-Triumph" Campaign and winning the enthusiastic praises of VEMCO's patrons.

And so it goes the country over. ♦

Baseball Rebirth Aids Game Grosses

CHICAGO.—As major league baseball training camps waken into activity for 1940 practice, a sharp increase in play is being felt on locations featuring Western's Deluxe Baseball, according to Don Ander-

son, sales manager for Western Products, Inc.

"The re-awakening interest in our national game is becoming evident in the sudden spurt in orders that have reached my desk during the past few weeks," said Anderson. "Operators advise me that our console Baseball game, consistently profitable during the winter months, is already showing a marked pick-up in receipts, and they attribute it to the volume of publicity attending the annual rebirth of public enthusiasm in baseball. As a consequence, they are preparing to cover as many locations as possible with Western's game, not only because it is a big money-maker on the basis of play theme and play thrills, but because it is a legal game in practically every territory in the country.

"We anticipated the rising demand for Western's Deluxe Baseball, taking our cue from the activity that occurred at this time last year, and we have keyed our production to take care of all orders without a single day's delay." ♦

Moore Covers Coast in Own Plane

PORTLAND—Stating that west coast operators, from the Canadian to Mexican border, are camping in his various branch offices, awaiting additional shipments of Bally Triumph games, Jack R. Moore threatens to fly his own plane direct to the Bally Mfg. Company factory to put personal push behind his orders.

Moore, who was recently issued a private pilot license by the Civil Aeronautic Authority, is covering his territory in his own Stinson plane, which he has christened "Bally Alley." He inaugurated his airway method of territory-coverage with a non-stop flight from Portland to San Francisco in six hours. ♦

Modern Vending Gets Skee-Ball-Ette Ex.

CHICAGO.—Arrangements have been made whereby Modern Vending Company, subsidiary of Modern Automatic Music Sales Company, was appointed exclusive distributor for Gottlieb's Skee-Ball-Ette for New York, New Jersey, Connecticut and Florida, reports D. Gottlieb & Company. Nat Cohn, Modern executive who was in Chicago to personally conduct the arrangements, placed a tremendous order, possibly the largest in the history of coin machine manufacturing, they add.

Dave Gottlieb was extremely enthusiastic. "This is a case," he said, "where the power of a famous name, like Modern Vending, has been linked with a great winner, like Skee-Ball-Ette, for the benefit of the industry. We are proud to announce that Modern Vending is now exclusive distributor for Skee-Ball-Ette in their territory. The record-breaking order which they placed is proof of their complete faith and confidence in this sensational hit, based upon their long experience, knowledge and sound judgment. Their conveniently located offices, large stock and inimitable service will put Skee-Ball-Ette within quick reach of every operator in the east."

"Skee-Ball-Ette is receiving overwhelming acceptance from the trade everywhere," Dave continued. "Orders, as well as requests for territory, have been pouring in at a terrific rate from all over the country. We now have 2 factories operating on a 24-hour day to keep up with the demand. Every day we receive reports about Skee-Ball-Ette that are really amazing. The compliments we receive for having built a real winner are a great tribute. In combining the facilities of Modern Vending with our own, we can insure ops in the Eastern territory the world's best service on the world's best game." ♦

50
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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (9-40)

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March, 1940

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For 1940 It's 'MILLS'

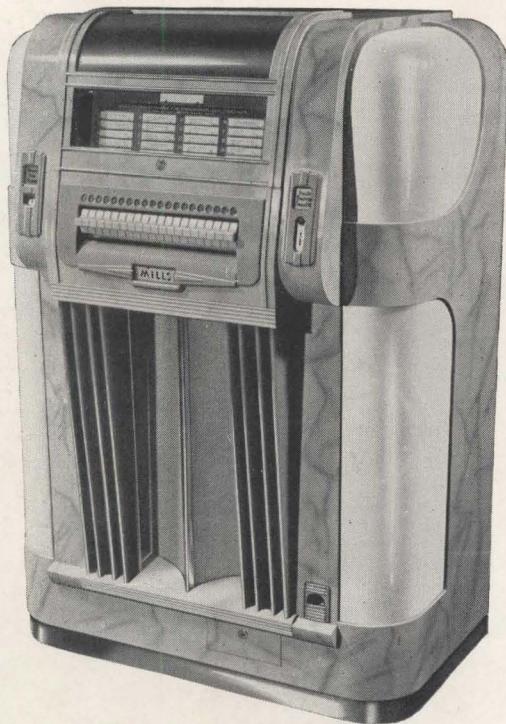
The Beverly Sales Corporation proudly announces its appointment as an authorized distributor of Mills Phonographs for 1940.

Selection of the Mills line was made only after a careful study of the field and in offering the operators of Southern California the Mills' EMPRESS and the Mills' THRONE OF MUSIC we sincerely believe we are giving them the ultimate in phonographs of today!

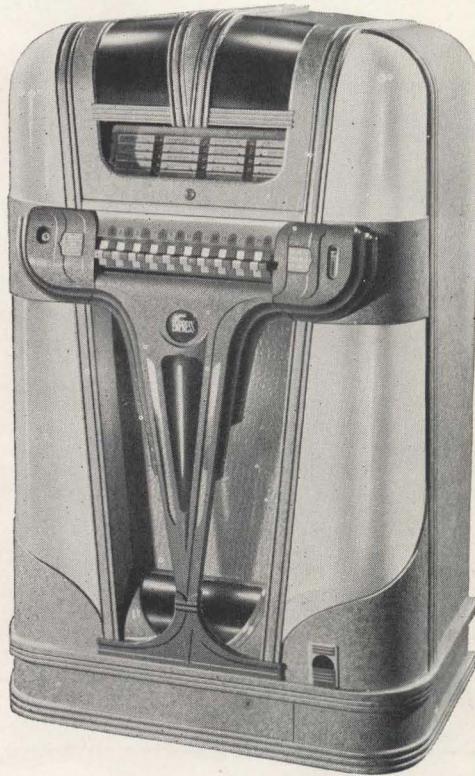
C. Walters, president of Beverly Sales Corporation, has been nationally acclaimed and publicized by a prominent phonograph manufacturer as a recognized authority on phonographs and operating problems. In selecting the Mills line for 1940 Mr. Walters is firmly convinced no finer phonographs are available anywhere.

THREE YEARS AHEAD !!

Here at last is a truly fine instrument possessing a personality unduplicated in the field of automatic music . . . an instrument so fine and so superior in tone quality and construction that we do not hesitate to say it is three years ahead of all competition!



THE MILLS THRONE OF MUSIC



THE MILLS EMPRESS

Listen to Our Convincing COMPARISON TEST

Operators who have adhered to the same line of machines year after year have been enthusiastic in their praises of the new Mills Phonographs and have placed substantial orders with us.

We cordially invite all operators to see these beautiful machines in our showrooms; listen to our convincing comparison test; and decide for yourself whether or not the assertions we make are correct.

BUY THE 5-5-5 WAY

It is easy to buy as many Mills Phonographs as your operations require on Beverly Sales new 5-5-5 plan. We will be happy to explain this plan to you in detail.

VISIT US OR WRITE, WIRE OR PHONE TODAY!

BEVERLY SALES CORPORATION

2201 Beverly Boulevard

C. WALTERS, President

•
Federal 1966

Los Angeles, Calif.

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"PALM OF PARADISE"

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8194 FOX TROT, VOCAL CHORUS

"HEADIN' FOR HALLELUJAH"

By HARRY JAMES AND HIS ORCHESTRA
8201 FOX TROT, VOCAL CHORUS

"WOULDST COULD I BUT KISS THY HAND OH, BABE!"

By WILL OSBORNE AND HIS SLIDE MUSIC
8143 FOX TROT, VOCAL CHORUS

"SHE REALLY MEANT TO KEEP IT"

By JOHNNY MESSNER AND HIS MUSIC BOX MUSIC
8117 FOX TROT, VOCAL CHORUS



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